



## Email & Mobile Marketing Strategist

Mendota Heights, MN (On-Site Only)

As the Email & Mobile Marketing Strategist, you'll play a pivotal role in driving the Sigma Beauty email and mobile programs by strategizing and implementing promotional and automated campaigns. You'll own the day-to-day activities necessary to build a compelling customer experience and optimize key performance metrics. You'll work to ensure there is flawless execution of program initiatives, campaign management and analysis of KPIs. This role requires a history of effective collaboration with company-wide teams, an innovative spirit and extreme attention to detail.

### Essential Duties and Responsibilities:

- Develop, document and execute Sigma's email marketing strategy, including overseeing a network of internal and external resources to drive content strategy and execution.
- Achieve a goal of creating a library of interesting and helpful content designed to attract, engage and convert target audiences.
- Monitor, track and report all email marketing campaigns (including open rates, conversion, etc.) and develop test campaigns to execute new initiatives and increase conversion.
- Work with partners and vendors to execute marketing components and fulfill contract requirements.
- Collaborate with internal teams (Wholesale, Influencer Program, Public Relations, Digital, Creative, Operations, Social Media) to develop compelling and innovative email campaigns that support Sigma products and brand.
- Segment campaigns based on customer behavior to increase relevance and customer engagement.
- Own the daily email production process including writing, reviewing and approving email content (including copy and design), testing for proper link tracking, mobile optimization and rendering accuracy.
- Schedule and deploy emails.
- Conduct ongoing testing (subject line, creative, click, segmentation, product, etc.) to compare metrics and apply learnings to improve the customer experience and optimize performance of future campaigns.
- Monitor, analyze and report on email campaign performance, identify trends/opportunities, optimize deliverability and recommend ways to increase revenue and ROI.
- Understand the competitive landscape, technology advancements and industry best practices to make recommendations for new email campaigns that will improve customer communications and increase engagement and conversion.
- Support other online marketing projects as needed and assigned.

### Education and Experience:

- Bachelor's degree (B.A. or B.S.) or equivalent combination of education and experience.
- Marketing, Communications or Business educational background preferred.
- 2+ years experience in email and/or mobile marketing.
- Familiarity with a variety of email marketing concepts, best practices, HTML and CSS, and ESPs (Listrak and Klaviyo experience plus).
- A positive, service-oriented attitude toward customers and employees.
- Strong written and verbal communication skills.
- Analytical and creative thinker.
- Excellent organizational and multitasking skills with high attention to detail.

### Benefits:

- Paid Time Off (PTO), Paid Holidays and Sick Days.
- Flexible work hours.
- 401K; with company match.
- Medical and Dental Insurance; with company contribution.
- Employee discount and gratis.
- Company-wide events and celebrations throughout the year.

Think you would be a good fit?

**APPLY TODAY**