



Fusion Beads

Email Marketing Specialist

Are you innovative and enjoy developing new, out-of-the-box ways to make emails more engaging? Do you enjoy setting up A/B tests, reviewing results, and taking initiative to make email campaigns better with the knowledge gained? Are you results driven and enjoy driving revenue based on special targeting strategies?

If you answered yes, this might be the perfect position for you!

Fusion Beads, an e-commerce business that offers a wide range of beads and beading supplies to customers all over the world is looking for an **Email Marketing Specialist** to work with our Marketing team. The **Email Marketing Specialist** will be responsible for the execution of Fusion Bead's email marketing campaigns from setup, to testing, to launch, to post deployment analysis, and to optimization. The ideal candidate will be detail oriented, results driven and innovative. This is a full time position, Monday through Friday, 8:30am to 5pm in North Seattle.

Key Responsibilities of the Email Marketing Specialist:

- Work with the Marketing Team to plan and execute email marketing campaigns that drive revenue, increase engagement, and promote products and/or services
- Own the email marketing campaigns, user flow & triggers, ideation, coding using HTML, layout of email content and messaging and campaign execution.
- Analyze and report on campaign results and customer behavior to identify actionable opportunities to increase sales, improve customer retention and improve engagement. Use findings to lead customer segmentation and targeting efforts.
- Drive the strategy, scheduling, execution and ongoing analysis of automated, targeted and personalized marketing strategies and loyalty programs to engage customers.
- Conduct and track A/B testing for subject lines, frequency, calls to action, and other email content. Use learnings to continuously improve results.
- Identify and execute opportunities to enhance content through social media integration.
- Collaborate with cross-functional team and management to ensure successful execution of programs.
- Report on progress against goals and relevant metrics.
- Additional special projects as needed.

What the Successful Candidate will have:

- 2+ years of professional email experience in an e-commerce setting coordinating an email marketing program.
- Experience administering email/marketing automation tools (Bronto or another).
- Good command of A/B testing and analytics tracking tools.
- Strong analytic and quantitative skills. Ability to use data to develop and measure marketing programs.
- Working knowledge of HTML, preferably with experience specific to emails.
- Computer proficiency including Microsoft Word, Excel, Outlook and Google Docs.
- Exceptional project management and organizational skills.
- Ability to work independently, with minimal supervision.
- Solid written communications skills.

Fusion Beads has Outstanding Benefits including:

This position offers a competitive compensation and a full benefits package that includes medical, dental and vision insurance, accrued paid time off and a company discount. Excellent work/life balance.

How to apply

Fusion Beads is a company that appreciates each employee and is looking to add people to our team that are creative, positive, honest, work hard and also have fun. If this position sounds like you, submit your cover letter, resume and salary requirements to jobs@allthings-hr.com.