

**About Locobuzz:**

Locobuzz is a SaaS platform that converges with technologies such as Artificial Intelligence, Machine Learning, Big Data Analytics, and Automation, to provide brands with a 360-degree Customer Experience Management Suite. Locobuzz's powerful analytics algorithms have helped seasoned brands establish a strong foothold in the digital hemisphere and transformed their customer experience journeys.

Visit our website [LocoBuzz](https://www.locobuzz.com) for more information on our CX management products and services

Position: Email Marketing Specialist

Location: Mumbai (Onsite)

Position Description: As a B2B Email Marketing Specialist, your role is to develop and execute effective email campaigns. You'll use customer data to target audiences, conduct A/B testing, and collaborate with designers to enhance email templates. Ensuring emails render correctly across devices, providing performance reports, and managing lead generation databases are also key responsibilities. Your goal is to drive revenue through engaging email marketing strategies.

Roles & Responsibilities:

- Developing and implementing effective B2B email marketing strategies and campaigns, emphasizing coordination, quality assurance, and scheduling.
- Utilizing customer data to create targeted and segmented audiences, to enhance engagement.
- Conducting A/B testing to optimize various elements, such as message content, subject lines, call-to-action buttons, segments, and send times, to improve overall performance.
- Collaborating with designers to enhance email creative and template structure based on industry best practices.
- Ensuring the correct delivery of emails across diverse devices and email clients.
- Providing regular performance reports on key metrics including open rates, click-through rates, conversions, revenue, and unsubscribes.
- Designing and executing direct email marketing campaigns and newsletters to effectively communicate company updates.
- Upgrading email templates through the incorporation of graphics, personalization, and advanced features.
- Maintaining prompt and accurate communication with clients to reduce unsubscribes and foster positive engagement.
- Creating and managing email databases for lead generation, along with analyzing campaign performance to identify areas for improvement.

- Reporting on sales revenue generated from email marketing efforts.
- Utilizing strong writing skills to produce compelling and engaging emails aimed at increasing the engagement database.
- Setting up production emails and implementing strategies to enhance the open rate of user emails.

Qualifications:

- Bachelor's degree in Marketing or related field.
- Proven experience of 3-4 years in email marketing, with at least 2 years of focused expertise in strategy and execution.
- Hands-on experience with email marketing automation software.
- In-depth knowledge of cross-selling, lifecycle campaigns, and segmented communication strategies.
- Strong project management skills with the ability to thrive in fast-paced environments.
- Self-starter mentality with the capability to identify opportunities, develop action plans, and drive results.
- Proficient in writing content for emails.

Benefits:

- **Medical Coverage:** We care about your health and well-being. We offer comprehensive medical coverage to ensure you and your family have access to quality healthcare.
- **Opportunity to Work in a Fast-Paced and Dynamic Organization:** At Locobuzz, we thrive on innovation and agility. You'll have the chance to work in an environment where every day brings new challenges and opportunities for growth. Your contributions will make a real impact on our dynamic organization.
- **Learning and Upskilling:** At Locobuzz we believe in continuous learning and development. You'll have access to resources and support for your professional development, which may include training, workshops, and opportunities to expand your skill set.
- **Collaborative Workplace:** Collaboration is at the heart of our culture. You'll be part of a team that values open communication, knowledge sharing, and working together to achieve common goals. Your ideas and insights will be heard and respected, fostering a sense of belonging within our collaborative workplace.