



YOUR E-COMMERCE
REVENUE ROCKET

Conversion Copywriter (Latin America)

Location: Fully Remote

Type: Full-time

Conversion Copywriter - E-Commerce Marketing Agency

■ Are you ready to join our team of caring, talented, and strategic marketers? We're on the hunt for a Conversion Copywriter who is passionate about crafting compelling, high-impact copy that drives action, engagement, and measurable growth for e-commerce brands.

At ECD Digital Strategy, we've built a proven system to optimize website performance and drive more profitable growth through email, SMS, and paid media. We're an ROI-driven e-commerce digital marketing agency, and our clients see us as an integral and irreplaceable partner in their long-term growth.

Our team is our most valuable asset. As a member of ECD, you'll work alongside talented thinkers, dreamers, and doers who push the industry forward through thoughtful strategy, strong execution, and excellent service.

If you're excited about working remotely with a driven, collaborative, and fast-growing team — we'd love to meet you.

What You'll Be Doing

As a Conversion Copywriter, you will craft compelling, high-impact copy designed to drive action and engagement across multiple channels, aligning with each client's goals.

Core Responsibilities:

- Write persuasive marketing copy for promotional email campaigns, SMS messaging, paid social ad variations, and short-form e-commerce website copy
- Develop hooks, angles, and value framing that move readers toward action
- Write with buyer psychology, urgency, and friction removal in mind
- Deliver clean drafts that require minimal restructuring
- Manage assigned timelines independently and communicate early if clarification is needed
- Revise efficiently when feedback is provided and incorporate learnings quickly

What We're Looking For

- Proven experience writing conversion-focused copy for e-commerce or B2C brands
- Strong understanding of direct-response principles (hooks, urgency, objection handling)
- Ability to produce intentional, performance-aware copy without filler
- Reliable deadline ownership
- Proactive communication and follow-through
- Agency experience is a strong plus
- Familiarity with e-commerce, B2C trends, and conversion-focused strategies is a plus

- Advanced written and verbal English skills
- Based in LATAM

What's In It For You

- The opportunity to lead 7–8 figure e-commerce brands to success
- Fully remote work with a flexible schedule
- Competitive compensation and PTO (\$2,000–\$3,000 USD/month DOE)
- A fun, motivating culture that values your contributions and growth
- Team trips
- Monthly "rocket-fuel" events (scheduled fun/bonding/team time)
- A monthly "Fun Money" stipend for team hang outs

Our Non-Negotiables

We expect that you take the steps necessary to do what you say you're going to do and to be accountable for your actions — in other words, live "Above the Line."

We understand that not everyone is ready for this level of ownership, and we respect that. However, you would be a great fit at ECD if you're willing to commit to the following principles:

- Accountability: See It, Own It, Solve It, Do It
- Become part of the solution
- Respect others and their feelings
- Act now
- Ask: "What else can I do?"
- Ask: "What coaching do you have for me?" and "What can I do better?"
- Personal ownership
- Show others that you care

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