



YOUR E-COMMERCE
REVENUE ROCKET

Klaviyo Expert (Latin America)

Location: Fully Remote

Type: Full-time

Klaviyo Expert - E-Commerce Marketing Agency

■ Are you ready to join our team of caring, talented, and strategic marketers? We're on the hunt for a Klaviyo Expert who is passionate about customer journey strategy, lifecycle marketing, and driving 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, with lifecycle marketing at the core of how we help brands scale.

We're a fun, caring, and fast-growing team of remote marketers dedicated to making an impact. 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 Klaviyo Expert, you will own the end-to-end customer lifecycle for your assigned accounts. Your work goes far beyond sending emails — you'll be responsible for strategy, execution, optimization, and performance across lifecycle channels.

Lifecycle Strategy & Execution

- Own lifecycle marketing strategy across the full customer journey, from onboarding and engagement through retention, reactivation, and winback
- Build, manage, and optimize email and SMS campaigns, flows, and automations in Klaviyo
- Ensure lifecycle messaging is timely, relevant, and aligned with each brand's goals

Segmentation & Personalization

- Create and maintain advanced customer segments based on behavior, engagement, and purchase data
- Use personalization and segmentation to deliver the right message to the right customer at the right time
- Continuously refine audience logic based on performance insights

Analytics, Reporting & Optimization

- Track lifecycle performance metrics including engagement, conversion, revenue contribution, and retention
- Analyze results and proactively identify opportunities for improvement and testing
- Use data to inform strategy, prioritization, and ongoing optimization

Campaign Planning & Collaboration

- Plan and execute ongoing campaign calendars aligned with lifecycle and business goals
- Collaborate closely with designers, copywriters, and account managers to deliver high-quality work
- Communicate clearly around timelines, priorities, and performance
- Support and manage postcard/direct mail marketing efforts for applicable accounts

What We're Looking For

- EXTREMELY detail-oriented and highly organized
- Strategic, analytical, and comfortable working with data
- Passionate about lifecycle marketing, not just email execution
- A strong communicator who collaborates well across teams
- A proactive problem-solver who takes ownership of results
- Deeply invested in client success and delivering excellent work

Requirements

- 3+ years of experience with Klaviyo
- Advanced written and verbal English skills
- Experience managing email and SMS marketing programs
- Familiarity with e-commerce platforms (Shopify preferred)
- Strong understanding of the DTC customer lifecycle and retention strategies
- Ability to manage multiple accounts, priorities, and deadlines
- A team-oriented mindset with excellent communication skills

What's In It For You

- The opportunity to work with a passionate, talented, and collaborative team
- Fully remote work with a flexible schedule
- Competitive compensation and PTO (\$2,000–\$3,500 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

APPLY NOW