

# Giving is joy!



gera dovana



lieliska dāvana



super prezenty

## EMAIL AUTOMATION SPECIALIST

We're looking for an Email Automation Specialist to strengthen our e-commerce team and build smart, data-driven email journeys for our customers. If you love combining creativity with numbers and enjoy testing, optimising and scaling email flows – this role is for you.

### WHAT YOU'LL BE DOING:

- Develop and implement automated email campaigns using our email marketing tools.
- Create personalised and segmented email flows (welcome, win-back, abandoned cart, post-purchase, etc.) based on audience behaviour and business goals.
- Monitor and optimise key performance metrics: open rates, click-through rates, conversions and revenue from email.
- Plan and run A/B tests (subject lines, content, layout, send time, audiences) to constantly improve performance.
- Ensure all email campaigns comply with GDPR and industry best practices.
- Collaborate with performance marketing/project managers on copy & design, and with product/IT on technical tasks – making sure email content is aligned with the overall e-commerce strategy.
- Analyse data and prepare short, clear insights and recommendations on how to improve funnels and automation workflows.
- Maintain email database hygiene (segments, unsubscribes, bounces, data accuracy).
- Proactively suggest new ideas and improvements for email campaigns to increase customer engagement and sales.

### WHAT WE EXPECT FROM YOU:

- 1+ years of hands-on experience with email marketing / marketing automation platforms.
- Understanding of how email funnels, triggers and A/B testing work in practice.
- Experience with at least one email tool (preferably Omnisend).
- Proficiency with Google Analytics 4 (GA4) is preferred.
- English skills at least B1 level (written and spoken).
- Solid computer skills and ability to work with MS Office / Google Workspace.
- A mix of creative thinking and analytical mindset – you care both about the story and the numbers.
- Result-oriented approach and ownership of your KPIs/OKRs.

### WHAT WE'VE GOT FOR YOU:

- International Experience: Be part of a team that operates not only in Lithuania but also in Latvia and Poland.
- Hybrid Work Model: Embrace flexibility with a 3+2 work model.
- Workation: Enjoy the unique opportunity to combine work and leisure by working remotely from any location of your choice for up to one month.
- Birthday day off to celebrate your special day.
- Benefits Package: including medical insurance and generous discounts on our products and partner offers.
- Informal Culture: Engage in a culture where everyone's involvement matters from idea generation to decision-making, goal achievement, and celebrating victories together.
- Team Activities: Enjoy various team activities like opportunities to try partner entertainments, and fun parties.
- Salary: from 1800 EUR gross/month.