

# Argentina Jobs Expertini®

## Lifecycle Marketing Analyst

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Company: Mindbody

Location: Argentina

Category: other-general

We're revolutionizing the fitness & wellness industry, and we're looking for talented people to help us do it. Mindbody + ClassPass bring together the best of both sides of the market: Mindbody is the industry's most trusted all-in-one technology platform; ClassPass is one of the most popular apps for fitness & self-care enthusiasts. Together we're partnering with more than 70, fitness studios, gyms, salons, and spas around the world. We're not just another tech company—we're far and away the leader of our industry. So join the team, work with mission-led people, and enjoy amazing benefits. Let's see what we can accomplish together!

### **Who we are**

At Mindbody + ClassPass, we're innovating for the future of wellness by bringing together the best of both sides of the market: Mindbody is the industry's most trusted technology platform, empowering tens of thousands of wellness brands around the world with the software and resources they need to run and grow their businesses. ClassPass is one of the most popular apps for fitness lovers and self-care enthusiasts, partnering with over 30, fitness studios, gyms, salons, and spas around the world. We're on a mission to create a wellness community for all—opening the doors to more authentic, local wellness experiences than ever before.

### **About the right team member**

As the B2B Marketing Lifecycle Marketing Manager, you will play a critical role in driving success for customers throughout their journey. You will work closely with the Marketing team and other cross-functional teams to execute our customer communications and business goals that drive acquisition, engagement, upsell, and retention. This role is an

essential to the Marketing organization's operations, a key partner to other teams, and offers substantial autonomy and room for growth.

This is an individual contributor role on a team of 4 reporting. We're looking for a candidate with 2-5 years of lifecycle experience and a passion for Marketing that is detailed oriented, has a drive to learn new things, strong analytical skills, creative instincts, and the agility to support major Lifecycle Marketing programs in a fast-moving environment.

### **About the role**

Execute our daily communications including email marketing (via Marketo), in-product notifications, on-site banners, and webinars

Collaborate with Lifecycle team, Marketing Operations, Creative, Product Marketing and Sales teams to help drive our business goals across the customer journey for specific projects that you'll oversee.

Develop and execute personalized and segmented campaigns that ladder back to Lifecycle Marketing priorities to drive acquisition, engagement, upsell, and retention.

Measure and track Lifecycle campaign success metrics

Use AB testing to continuously improve the effectiveness of our communications

Work with the Marketing Technology and Operations team to develop and maintain Marketing automation capabilities to improve our effectiveness

Work with the Creative and Product Marketing teams to create and deliver engaging content

Research the most effective Lifecycle Marketing strategies, tactics, and tools, and deploy them in our team

### **Skills & experience**

2-5 years of marketing experience, preferably in a B2B SaaS or technology business

Proficiency in Marketing automation platforms, CRM systems, and analytics tools.

Marketo experience strongly preferred.

Strong analytical capabilities and experience in AB testing

Comfort working in a highly cross-functional environment

## Pay transparency

It is Mindbody's intent to pay all Team Members competitive wages and salaries that are motivational, fair and equitable. The goal of Mindbody's compensation program is to be transparent, attract potential employees, meet the needs of all current employees, and encourage Team Members to stay with our organization.

Actual compensation packages are based on several factors that are unique to each candidate, including but not limited to skill set, depth of experience, certifications, and specific work location.

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