

Manager/Senior Manager, Performance Marketing



Job Description

Key Responsibilities

- Develop and execute the overall performance marketing strategy aligned with business and revenue objectives.
- Lead customer acquisition initiatives across Google, Meta, TikTok, affiliate networks, programmatic platforms, and emerging channels.
- Manage and optimize significant digital marketing budgets while maintaining strong ROAS, CAC, and profitability metrics.
- Drive full-funnel marketing initiatives covering awareness, consideration, conversion, and retention.
- Partner closely with Commercial, CRM, Product, Analytics, and Creative teams to improve campaign effectiveness and customer experience.
- Establish attribution frameworks, measurement models, and reporting structures to support data-driven decision-making.
- Identify growth opportunities through experimentation, audience segmentation, and marketing automation.
- Mentor and develop the performance marketing team, fostering a culture of accountability and continuous improvement.
- Stay updated on industry trends, platform changes, and emerging digital marketing technologies.

Requirements

- Bachelor's degree in Marketing, Business, Economics, or a related field.
- Minimum 3–5 years of proven experience in Performance Marketing, Digital Marketing, or Growth Marketing, with hands-on team leadership experience.
- Proven experience managing large-scale paid media campaigns and marketing budgets.
- Strong expertise in Google Ads, Meta Ads, Google Analytics, GTM, attribution tools, and marketing automation platforms.
- Strong analytical mindset with the ability to translate data into actionable business insights.
- Experience in eCommerce, marketplace, retail, or consumer technology businesses is highly preferred.
- Excellent leadership, stakeholder management, and communication skills.
- Ability to thrive in a fast-paced, high-growth environment.

If you are interested in knowing more about the mentioned position, please check out the detailed **job description** and **apply** through this link: <https://lnkd.in/gsazjxYX>

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