

Paid Media Director

Los Angeles, California

Lunya is looking for a full-time paid media director for our fast-growing, collaborative team. We are seeking someone with the rare blend of innovative thinking and hands-on execution skills—and a genuine passion for our brand!

You will be a key member of our Growth team and collaborate closely with our Brand and Creative teams to drive beautiful, high-impact, hyper-efficient, and scalable digital marketing campaigns across all channels. You are passionate about performance marketing with strong industry expertise, analytics ability, and the ability to drive real results - revenue growth, profitability and other strategic business objectives - while having fun along the way.

What you'll do:

You will help inform high-level strategy, while rolling up your sleeves to build and optimize campaigns across Facebook, Instagram, Google, LinkedIn, programmatic, and other digital advertising and content discovery networks. You will drive brand awareness, acquisition, and remarketing efforts, with an eye towards always-on growth - pushing our paid media investments to work *smarter, not harder*, and sharing insights across the business. You will help us understand how people are behaving on digital platforms, interacting with brands and one another, and buying products.

If we could describe the perfect candidate for this role, words like creative, strategic, team player, growth-mindset, entrepreneur, proactive, positive, and *hustler* come to mind.

Responsibilities include:

- Partnering with Head of Growth to develop effective paid media strategies to achieve aggressive revenue growth
- Building, optimizing, and monitoring delivery of all paid marketing campaigns in real-time, continually growing revenue yield and operational efficiency
- Creating smart targeting and segmentation schemes to optimize marketing spend
- Identifying incremental and experimental channels and tactics to ensure we're always innovating customer acquisition and engagement tactics as a brand
- Collaborating with Brand and Creative teams to share insights from A/B/C/D creative variant tests - helping us optimize organic performance too!
- Managing relationships with platforms, identifying strategic partnership/beta opportunities and account expansion opportunities
- Identifying inefficiencies within internal tools/systems and resolving issues across campaigns, implementing operational solutions with cross-functional teams to increase revenue
- Developing automated and ad hoc reports to support decision-making

What you'll need:

- 5-7+ years of direct response paid advertising across performance marketing, customer acquisition, and retention KPIs. Apparel/retail/fashion industry experience is a plus

- Expert knowledge of social, search, programmatic, affiliate, and content discovery ad tech platforms (inclusive of Facebook, Pinterest, YouTube, LinkedIn, Google Adwords, Google Analytics)
- Experience managing and optimizing large-scale, complex digital marketing campaigns with strong ROAS
- Exceptional analytical, strategic and creative problem-solving skills with strong attention to detail and organizational skills
- Motivated self-starter with a positive can-do attitude
- Passion for people and performance

In addition to base compensation, this role will also provide a discount on Lunya goods, medical insurance, and PTO in accordance with company policy.

Who we are:

Lunya is a people company solving a clothing problem. We are obsessed with pleasing our customers by figuring out how to improve their life through beautiful and innovative clothing solutions. Our design choices are flattering and thoughtful, and our comfortable styles utilize incredibly luxe proprietary materials that perform in the bedroom.

Our small-but-mighty team is smart, creative, passionate, and entrepreneurial-minded, who meet the same superior standards we set for our products. We want out-of-the-box thinkers that are hard-working, open-minded, and fun to help us change the world one bedroom at a time. We're a young company so nothing is above or below you. Our company culture is special and unique—you'll dig it, we promise.

Please send resume and cover letter to jobs@lunya.co

Also include the following:

- Tell us a brand that you think does a great job in digital marketing and why
- Tell us why you are interested in being part of the Lunya team
- Share some examples of campaigns you've driven that you're proud of!