

Job Description

Performance Marketer

About the Job:

We are seeking a dynamic and results-driven Performance Marketer to join our marketing team. The Performance Marketer will be responsible for developing and executing strategies to drive customer acquisition, increase conversion rates, and optimize ROI across various digital channels. The ideal candidate will have a strong analytical mindset, expertise in digital marketing platforms, and a proven track record of delivering measurable results. This role requires a deep understanding of performance marketing tactics and the ability to adapt strategies based on data-driven insights.

KRA'S:

1. Plan, execute, and optimize performance marketing campaigns across platforms such as Google Ads, Facebook Ads, Instagram Ads, and other relevant channels.
2. Create, monitor, and adjust advertising budgets to maximize return on ad spend (ROAS).
3. Analyze campaign performance data and provide actionable insights to improve results.
4. Develop and maintain KPI dashboards to track and report on campaign performance.
5. Regularly generate performance reports and present findings to the marketing team.

Requirements:

1. Proven experience in performance marketing, digital advertising, or a similar role.
2. Familiarity with digital marketing platforms, including Google Ads, Facebook Ads, and others.
3. Strong analytical skills and the ability to use data to drive decision-making.
4. Proficiency in tools such as Google Analytics, Google Tag Manager, and Microsoft Excel.
5. Certifications in relevant digital marketing platforms (Google Ads, Facebook Blueprint, etc.) are a plus.
6. Candidates from retail industry or digital marketing agency are preferred.