

Senior Manager - Performance Marketing

Qualification:

Min 5 years of experience in performance marketing, with a focus on Google Ads, Facebook Ads, app-based advertising and affiliates.

Proficiency in campaign setup, optimization, and analysis

Ability to identify and act on campaign optimization opportunities based on data-driven insights

Strong analytical skills with proficiency in tools such as GA4, Fire Base, and other relevant platforms.

Demonstrated ability to develop and implement successful marketing strategies, driving measurable results.

Excellent communication skills, with the ability to effectively collaborate with cross-functional teams.

Prior experience in the BFSI industry is a plus.

Key Responsibilities:

- Develop, implement, and manage performance marketing campaigns across various digital channels including Google Ads, Meta, LinkedIn, and other relevant platforms.
- Optimize the campaigns to maximize ROI, leveraging analytics and A/B testing to refine ad creatives, landing pages, and bidding strategies.
- Collaborate with the content and creative teams to develop compelling ad copy, visuals, and videos that resonate with audiences.
- Monitor and analyze campaign performance metrics, providing detailed reports and insights.
- Manage the performance marketing budget, ensuring effective allocation and expenditure to meet campaign objectives.
- Exceptional communication and interpersonal skills, with the ability to collaborate effectively with cross-functional teams.