

Job description

- Responsible for defining the goals, strategy and approach across the full growth funnel in American Market, including paid and organic initiatives;
- Develop and lead a team of skilled performance marketers to drive marketing strategy, campaign ideation, execution and analysis digital campaigns across channels;
- Lead the team to build and iterate an intelligence platform to drive improvements in churn reduction, re-engagement, new user acquisition and other growth initiatives efficiently;
- Work cross functionally across the company with Country manager, Engineering, Marketing, and other key stakeholders to align business targets and drive key results ;
- Focus on growth industry trend, develop deep insights on local audience and test incremental opportunities for growth through a data-driven approach.

Role requirements

- Bachelor degree or above with more than 10 years of growth-related working experience;
- Experience in leading a team in a fast-paced and evolving environment;
- Ability to work between teams, functions and geographies, with high autonomy and little guidance;
- Advanced ability to mine data and build actionable business insights;
- Experience building data models and product automation to drive user engagement programs;
- Expertise in giving structure to ambiguous business problems and creating problem-solving frameworks;
- Excellent communication, organizational and project management skills.