Our innovative and growing company is hiring for a performance marketing manager. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

Responsibilities for performance marketing manager

- Deliver measurable impact in acquisition, activation, engagement and conversion, across all our key markets, consumer segments and products
- Work with expert internal groups in our Activation and Conversion teams to enable stronger results through paid marketing and CRM
- Develop a program to continuously improve our CRM and Performance Marketing toolset, including audience segmentation, campaign management, measurement and analytics
- Report to Sr
- Identify new opportunities with help of data and analyses for efficiencies and growth
- Develop engaging, impactful, and relevant creative while ensuring they are digitally optimized across all relevant platforms
- Regularly review and manage key marketing strategies with Google, Facebook
- Take ownership for all market research, competitor analyses and management information reporting for the EMEA Marketing team
- Drive business change through evaluation of existing marketing activities and generating solutions to enhance strategies going forward
- Involvement in the end-to-end product development including ideation, market validation/testing, product delivery/deployment and post launch monitoring

- Bachelors of Science in Mathematics or other relevant studies
- 5+ years' of experience working with SQL, SAS
- Ability to work collaboratively with team members across the organization at multiple management levels
- Strong bias for action and ability to independently prioritize and execute projects
- Demonstrated critical thinking skills with an ability to ask difficult questions and make decisions for the business
- Ability to understand and interpret numbers and analyze channel performance