

Job Title: Performance Marketer / Performance Marketing Specialist

Job Summary:

We are looking for a results-driven Performance Marketer to manage and optimize our paid digital marketing campaigns across various platforms such as Google Ads, Meta (Facebook/Instagram), TikTok, and other performance-driven channels. The ideal candidate will focus on customer acquisition, lead generation, and maximizing ROI.

Key Responsibilities :

Strategy & Planning

- Develop and execute performance marketing strategies across paid media channels (Google, Meta, TikTok, LinkedIn, etc.).
- Forecast and manage performance-based budgets, allocating spend effectively to meet KPIs.

Campaign Execution

- Launch, monitor, and scale paid campaigns (search, display, video, social, shopping, etc.).
- Write ad copy and collaborate with the creative team for high-performing creatives.

Optimization & Reporting

- Perform daily optimization tasks to improve CTR, ROAS, CPA, CPL, and conversion rates.
- Analyze performance data and create detailed performance reports.
- Run A/B tests on creatives, audiences, and bidding strategies.

Attribution & Tracking

- Set up and maintain conversion tracking using tools like Google Analytics, Meta Pixel, TikTok Pixel, and third-party analytics.
- Ensure accurate attribution and data-driven decision-making.

Collaboration

Work with product, content, design, and sales teams to ensure alignment on business goals and messaging.

Required Skills and Qualifications :

- 2–5 years of experience in performance marketing or a similar role.
- Proficiency in platforms like Google Ads, Meta Ads Manager, TikTok Ads Manager, and LinkedIn Ads.
- Strong knowledge of analytics tools (GA4, Hotjar, Mixpanel, etc.).

- Experience with A/B testing tools (Google Optimize, VWO, etc.).
- Excellent analytical skills and attention to detail.
- Strong understanding of customer acquisition funnels and ROI optimization.
- Knowledge of SEO and organic marketing is a plus.

KPIs / Metrics You Will Own:

- ROAS (Return on Ad Spend)
- CPA (Cost Per Acquisition)
- CTR (Click Through Rate)
- CVR (Conversion Rate)
- Customer LTV (Lifetime Value)
- Revenue from paid channels

Work Location: Surat (Onsite only)

How to Apply:

- Email your resume to hr@dynamicdreamz.com.
- Use “**Performance Marketer** – [Your Full Name]” as the subject line.