

Performance Marketing Manager

Description

We're looking for a Performance Marketing Manager to create, execute, and manage paid acquisition campaigns. You will be responsible for analyzing data to pull insights and inform decisions across all acquisition channels to boost growth. What Will You Do? Create and execute a strong performance marketing strategy & execution plan Develop and manage digital prospecting and remarketing campaigns Build and manage acquisition campaigns across various channels including social, SEM, and display to drive revenue and increase ROI Work closely with partner agency to implement, optimize and report on performance Analyze and optimize campaign performance based on data-driven insights and strategy using quantitative analysis Identify and test new channels to continue to meet or exceed established critical metrics Work closely with the content marketing team to create suitable content for each stage of a customer's digital journey Use A/B testing to optimize digital marketing performance Who You Are You have prior experience in a similar role as well as experience building effective multi-channel marketing strategies, including PPC, SEO, email, social media, display advertising and other digital channels for B2B campaigns You have a proven track record of building and scaling acquisition campaigns with a strong focus on ROI You have solid expertise in campaign and channel analysis and reporting, including Google Analytics/Looker experience You possess excellent analytical skills and leverage data, metrics, analytics, and behavior trends to drive actionable insights & recommendations You are a creative thinker and problem solver You have a Bachelor's Degree and a minimum of 5 years experience in a similar role You have excellent written and verbal communication skills As an equal opportunity employer, we are committed to a team defined and empowered by diversity. We consider qualified applicants without regard to race, religion, color, national origin, gender, sexual orientation, age, marital status, veteran status or disability status. #LI-RemotePlease mention the word **PROFOUNDLY** and tag RMTUxLjgwLjE0My4yMDY= when applying to show you read the job post completely (#RMTUxLjgwLjE0My4yMDY=). This is a beta feature to avoid spam applicants. Companies can search these words to find applicants that read this and see they're human.

Contacts

Job listing via [RemoteOK.com](https://www.RemoteOK.com)

Hiring organization

Torq

Job Location

Denver, Colorado, United States

Base Salary

\$ 50000 - \$ 75000

Date posted

April 25, 2024

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