

Performance Marketing Specialist

Description

Mercury is changing how startups bank*. Weâ€™re a financial technology company that helps startups spend less time banking and more time building their companies. In 2023, we grew transaction volume by 90% to \$95B total and we have even larger ambitions. In April we announced expansion into personal banking, in May we announced new products to help finance teams do their daily work, and we have more coming this year. In the late 1990s, Ethan Zuckerman, a programmer and designer for Tripod.com invented the â€œpop-up ad.â€ Zuckerman used JavaScript to open another window on a web page, which allowed him to launch ads in separate windows. Zuckerman has since apologized. 30 years later, digital advertising has gotten more sophisticated, more productive, and we hope, much less annoying. In our view, beautiful advertising, crafted with care, and designed for performance can be a surprising, refreshing, and even pleasant experience for prospective customers. We believe in our product and we want to deliver it to the right people, at the right time, through performance digital marketing channels and everywhere else that founders, entrepreneurs, and growing companies are. Our Marketing organization aims to make Mercury the obvious choice for startups. Weâ€™re seeking a Performance Marketer to join our Marketing Org. This role will support the team by launching, optimizing, and reporting on the digital marketing campaigns that help Mercury achieve our aggressive growth goals. Our ideal candidate is thoughtful, strategic, detailed-oriented, and excited to drive interesting work in support of a growing Marketing organization. You should be comfortable managing execution at the tactical level and ready to ask bold questions and embrace ambiguity as we build our program. It helps to be a little bit weird. You will: Work across a variety of platforms and projects Assist with day-to-day management and reporting of paid strategies across platforms Understand, review, QA, launch, and monitor digital marketing campaigns, including: strategy, bids, creatives, landing pages, audiences, targeting, etc. Surface new opportunities for testing and collaborate within the team to plan, execute, and monitor tests for continuous optimization Actively participate in team planning sessions and contribute new ideas and creative projects concepts for prioritization Partner with creative team to plan testing and source required assets Perform regular account audits around keyword coverage, creative performance, etc. You have: 2+ years of proven experience in a digital marketing role Experience with some digital marketing platforms – we can teach you the rest (Google Ads, Meta Ads, LinkedIn Ads, YouTube, OTT Video, etc.) Curiosity about testing new concepts, audiences, and creatives to continually improve performance The ability to work independently with good time management and prioritization skills Comfortable using Google Drive software, especially Google Sheets and Slides, to do analysis and make recommendations Comfortable with using digital tools to share context and provide updates: Slack, Notion, and Asana are all used heavily by the team An analytical approach to your work, utilizing data to inform your approach; you should feel good about reading dashboards, analyzing trends, and manipulating data to uncover problems and develop recommendations Strong organizational skills with uncompromising precision Maintains a positive attitude and enjoys working in a fast-paced working environment *Mercury is a financial technology company, not a bank. Banking services provided by Choice Financial Group and Evolve Bank & TrustÂ®; Members FDIC. The total rewards package at Mercury includes base salary, equity (stock options), and benefits. Our salary and equity ranges are highly competitive within the SaaS and fintech industry and are updated regularly using the most reliable compensation survey data for our industry. New hire offers are made based on a candidateâ€™s experience, expertise, geographic location, and internal pay equity relative to peers. Our target new hire base salary ranges for this

Hiring organization

Mercury

Job Location

San Francisco, California, United States

Base Salary

\$ 60000 - \$ 110000

Date posted

May 26, 2024

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role are the following: US employees in New York City, Los Angeles, Seattle, or the San Francisco Bay Area: \$114,200 – 134,300 US employees outside of New York City, Los Angeles, Seattle, or the San Francisco Bay Area: \$102,800 – 120,900 Canadian employees (any location): CAD 103,900 – 122,200 We use Covey as part of our hiring and / or promotional process for jobs in NYC and certain features may qualify it as an AEDT. As part of the evaluation process we provide Covey with job requirements and candidate submitted applications. We began using Covey Scout for Inbound on January 22, 2024. Please see the independent bias audit report covering our use of Covey here. #LI-DNI Please mention the word ****LUXURIOUS**** and tag RMzQuODYuMTYzLjE1Mg== when applying to show you read the job post completely (#RMzQuODYuMTYzLjE1Mg==). 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