



Digital Marketing Performance Manager (Middle or Senior)

WN Talents

Job Overview

Job Type: Full Time
Location: Remote work
Website: <https://talentsingames.com/>

Description

WN Talents is in search of a Digital Marketing Performance Manager for a client. Our Client is a performance marketing agency focused on growth through digital media, data, and technology. They work with tech-driven companies across mobile, e-commerce, and SaaS.

Overview

As a Digital Marketing Performance Manager, you will be responsible for managing clients' advertising campaigns across various platforms such as Google Ads, DV360, Facebook, TikTok, Apple Search, MI Ads and others. Your role will involve preparing, launching ad campaigns, monitoring traffic, generating reports, and daily optimizing of advertising campaigns to achieve predefined KPIs.

Experience

- Proven working experience in digital marketing (min 3 years), and extensive experience in managing digital performance marketing at technology companies (such as e-commerce, online travel, mobile gaming, etc) is preferable.
- Experience in managing Ad Networks for acquisition campaigns and experience in handling programmatic ad buying would be a plus.

Skills and Qualities

- Proficient in using digital ads platforms such as Facebook Ads, Google Ads, DV360 (Twitter Ads, TikTok, Apple Search would be a plus).
- Understanding of Google Analytics.
- Understanding of mobile attribution tools (Appsflyer, Firebase, Adjust).
- Experience in conducting A/B tests to compare the performance of different ad variations or landing page designs and identify the most effective strategies.
- Ability to measure and evaluate the return on investment (ROI) of marketing campaigns and make recommendations for improvements.
- Proficiency in managing PPC campaigns, including keyword research, bid management, and ad copywriting to drive targeted traffic and conversions.
- Skill in managing advertising budgets effectively to optimize spend and achieve campaign objectives within allocated resources.
- Knowledge of CRO techniques.
- Analytical skills and data-driven thinking. Ability to analyze and interpret marketing data, identify trends,

and make data-driven decisions to optimize campaigns.

- Being able to generate meaningful reports using Google tools would be a plus.
- Excellent communication skills to collaborate with team members, stakeholders, and clients, and effectively present campaign performance reports and recommendations.
- Up-to-date with the latest trends and best practices in online marketing and measurement.
- **English language proficiency at the upper-intermediate level.**

Responsibilities:

- Manage clients' advertising campaigns on Facebook Ads, Google Ads, DV360, Twitter Ads, TikTok, Apple Search platform (mobile and web).
- Monitor traffic and generate analytical reports.
- Daily optimization of advertising campaigns and budgets to achieve KPIs.
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs).
- Manage communication with multiple vendors and third-party trackers in order to achieve acquisition objectives.
- Do campaign acquisition fraud monitoring and take actions to minimize the fraud numbers.
- Plan and create a small-scale A-B test campaign to optimize campaign and creative performance better.
- Develop proposals for improving campaign performance based on data insights and conduct experiments to enhance metrics. Suggest new digital channels that have the potential to increase new user numbers in an efficient way.
- Communicate with various departments within the company (sales, business development, analytics) and with colleagues on the ad platform side.

Working hours

The core position hours are Monday through Friday 10AM until 19PM (CET) in order to accommodate our client's schedules.

Selection stages:

- Interview with the recruiter of TIG
- Meeting with the client's team
- Test
- The final is a discussion of Test and experience

Last updated: 19.05.2025