

Job Title: PERFORMANCE MARKETING

Location: Okhla Phase 2

Experience Required: 2-3 Years

Salary Package : 35k - 55k

Job Summary:

We are seeking a **Performance Marketing Assistant** to support the evaluation, execution, and optimization of our digital advertising activities. The ideal candidate will be highly analytical, proactive, and results-driven, with hands-on expertise in managing paid campaigns across multiple channels. This role requires strong technical expertise, creativity, and a deep understanding of digital marketing metrics to deliver measurable performance.

Key Responsibilities

- Manage and optimize **Google Ads, Microsoft Advertising, and Social Media Advertising campaigns** according to performance targets.
- Conduct in-depth **analysis of KPIs** using web analytics tools (e.g., Google Analytics) and derive actionable recommendations.
- Collaborate with internal teams (strategy, product, design) and external **performance marketing agency** to ensure campaign success.
- Drive campaigns from planning to execution and post-campaign evaluation, ensuring **ROI optimization**.
- Manage, optimize, and improve performance across all paid channels:
 - Paid Search (Google Ads, Microsoft Advertising)
 - Paid Social (Facebook, Instagram, YouTube, LinkedIn, etc.)
 - Display, Retargeting, and Affiliate Marketing
- Monitor campaign performance, identify bottlenecks, and provide continuous improvements.

- Develop and test **creatives for social media ads** with a strong design perspective.
 - Allocate and manage budgets effectively, recommending modifications to ad spends as needed.
 - Support efforts in **customer acquisition and retention** to drive sustainable business growth.
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Requirements

- Proven **professional experience** in Performance Marketing (Google Ads, Microsoft Advertising, Social Media Advertising).
 - Strong proficiency in **web analytics tools** (e.g., Google Analytics).
 - Highly analytical with strong affinity for numbers and data-driven decision making.
 - Experience in **designing creatives for social media ads** (basic design skills required).
 - Excellent knowledge of English (written and spoken).
 - Proactive, initiative-taking, and willing to challenge existing processes.
 - Strong communication and stakeholder management skills.
 - Well-organized with the ability to manage multiple projects simultaneously.
 - Hands-on experience with scaling campaigns and managing **large budgets**.
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Desired Behaviors & Skills

- Strong attention to detail and ability to work independently.
- Results-oriented problem solver with a **hands-on mentality**.

- Experience in turning **strategy and vision into actionable marketing plans**.
 - Ability to optimize campaigns across all paid channels to maximize ROI.
 - Dynamic and adaptable, with the ability to work in a fast-paced environment.
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