

Performance Marketing Executive - Hybrid

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Company: Yemeksepeti

Location: İstanbul

Category: other-general

Job Description

Manage and optimize performance marketing campaigns on all channels such as Facebook, Google, Tiktok and other ad networks by data-driven decisions

Continuously A/B test and try to find new approaches based on the results

Reporting campaign results on daily, weekly and monthly basis

Implement successful optimization strategies based on reported data

Collaborate with the creative team to provide KPI insights to produce new key creatives

Provide insightful analysis of campaigns and their results

Qualifications

Bachelor's Degree in related fields

4+ years of hands-on experience in performance marketing channels such as Facebook Ads, Google Ads, Tiktok

Knowledge of Google UAC, FB Ads, Apple Search Ads

Knowledge of Firebase, Adjust, Google Analytics

Advanced Microsoft Excel skills

Ability to report, analyze and understand data

Outstanding analytical skills to make data-driven decisions and strength in data analysis

Creative, practical and solution oriented

English is a must

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