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Performance Marketing Specialist (Hybrid)

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Company: Massive Bio, Inc.

Location: Ataşehir

Category: other-general

Massive Bio is a rapidly growing health-tech startup founded in 2015 to provide every cancer patient with access to clinical trials regardless of their location or financial stability. Our proprietary patient recruitment and enrollment enablement solution for oncology clinical trials solves every point of friction in traditional clinical trial enrollment. Privately held and headquartered in NY City, our passionate changemaker team is looking for an Performance Marketing Specialist to join our team in Istanbul, Turkiye. The ideal candidate will be curious about new digital marketing trends, have strong attention to detail, and have analytical skills. Reporting to the Marketing Manager, you will: Manage multi-channel digital advertising campaigns. Allocate budgets strategically among regions, platforms, campaigns, and strategies. Utilize advanced multivariate A/B testing to optimize marketing campaigns, efficiently evaluating multiple variables to improve marketing effectiveness and boost audience engagement. Utilized data analytics tools and platforms to optimize marketing campaigns, drive engagement, and measure success. Monitored and reported on key performance indicators (KPIs) to track the effectiveness of marketing initiatives and inform future strategies. Collaborated with cross-functional teams to create and distribute relevant and engaging content for the target audience. Candidate Profile: Minimum 2 years of experience in performance marketing. Hands-on experience in digital analytics and CRM tools, Digital advertising channels, Google Search, Display, Facebook, and LinkedIn. Being experienced in lead generation campaigns on Google and Meta is a plus. Managing digital marketing operations and knowledge of Adwords, Meta campaign setup and optimization, and audience strategy. Tracking channel performances and creating action plans. High level

of speaking proficiency in English. Open-minded, creative, and positive. Experience in a digital agency. Hubspot experience is a plus. Programmatic advertising experience is a plus. Living in Istanbul, preferably on the Asian side. Work location is Kozyatagi, Istanbul; at least 2/3 days a week at the office. No military obligation for candidates.

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