

# lemonads®

## Head Of Media Buy

Permanent Contrat

Lisbon, Portugal

### Company

Since 2009, lemonads® is a major player of acquisition and monetization of digital traffic. As a fast-growing group, [lemonads](#) has clients all over the world, and offices in Switzerland, Luxembourg, Portugal and Spain.

Human being and innovation are at the heart of each of our decisions. By joining lemonads®, you will join a dynamic team, passionate, and united by one common goal that drive us: being the market leader!

If you like technological environment and want to evolve in an ambitious worldwide company, join our team and become our new partner!

### Role:

- You will lead the creation, delivery, and management of lemonads® customer acquisition strategy.
- Implementation and management of acquisition plans, across all ROIstes channels, with the aim of achieving revenue and profitability objectives.
- You will galvanize and empower your team's efforts, providing leadership, mentoring, and coaching.
- You will put in place work methodologies that guarantee business growth.
- You will work closely with sales, marketing, and product teams.

### Tasks and responsibilities

- Development and management of multi-channel acquisition campaigns: SEA, Social Media, Email Marketing, Display...
- Continuously optimize and test existing campaigns to improve performance.

- Analyze campaign KPIs and take immediate action to maintain volumes, revenues, and return on investment targets.
- Implement A/B and Multivariate Tests to maximize conversion rates and achieve KPIs goals.
- Analyze competition and identify our strengths and weaknesses in order to anticipate and counter threats to our market.

## **Skills and experience**

- In-depth knowledge of key traffic acquisition drivers: Google Ads, Bing Ads, Outbrain, Taboola, Facebook Ads
- Excellent understanding of cross-channel marketing and retargeting techniques.
- Excellent understanding of web analytics, tracking, and testing A/B.
- With a strong team spirit, you are autonomous, curious, and adept of the latest tendencies, tools, and technological innovations.
- You are passionate and want to evolve in a fast paced environment.
- **You have a perfect command of** *Google Optimize, Google Editor, Gdata studio, GTM, GA, Adplexity, Similarweb, SEMrush, SpyFu, funnel.io, Gdatastudio, Optimizely...*
- **You own the following certifications:** *Google Ads, Facebook Blueprint, Analytics*

## **Position to be filled ASAP.**

Remuneration according to profile and experience.

## **How to apply?**

Send your application to the email address below by sharing one of your successes as a Media Buyer. Please specify the context, the different channels you have used, the problems encountered, and how you managed to get around them.

E-mail: [job.93@lemonads.com](mailto:job.93@lemonads.com)

**We are looking for a “Performer” with a 100% ROIste approach, this position is 100% operational.**

Check out all our job offers: <https://www.lemonads.com/career.html>