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

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