



Bullwhip Technologies

<https://bullwhip.io>
talent@bullwhip.io

Performance Marketing Strategist

July 2024

About Bullwhip

Bullwhip empowers world-class brands and media creators the ability to execute and enhance unique shopping experiences for consumers. Our customers are growing their businesses by leveraging our first-of-its-kind **content commerce execution platform**, which enables users the ability to unlock new and distinctive merchandising opportunities. Customers choose us because they trust our brand and people. We earn that trust by ensuring everything we do is reliable, consistent, and with the highest level of integrity.

Bullwhip is committed to equity and inclusion across all categories. We believe that when people feel respected and included they can be more creative, innovative, and successful.

In order to execute our mission, we need the most interesting, qualified and talented people. Are you one of them? If so, let's talk!

TLDR Job Description

We're seeking a **Performance Marketing Strategist** to assist our Paid Media efforts (Social & SEM) within the Performance Marketing team. This team is crucial for achieving revenue goals. The role involves working closely with Product and Engineering teams to enhance our search strategy using automation and detailed analyses to improve campaigns. You'll work with internal teams and client partners to boost revenue by curating existing e-commerce content, launching and refining campaigns, and analyzing performance results. While the team is based in the NYC area, we are hiring for a remote role within the US, preferably Eastern Standard Time Zone.

For an opportunity to be at the forefront of commerce content evolution, **forward your resume and statement of interest to talent@bullwhip.io.**

About this Role

As a Performance Marketing Strategist, you will:

- Oversee a portfolio of digital campaigns and execute optimizations in order to hit and exceed client expectations and KPIs
- Scale and optimize paid search campaigns to drive high-value customer acquisition to e-commerce content
- Analyze and report on campaign performance to gain insights and refine strategies across operations, targeting, creative, and landing pages.
- Automate processes in collaboration with other growth teams.
- Nurture positive, collaborative working relationships with clients

Skills and abilities that will make you successful in this role include:

- Proficient in using Google Ads, Microsoft Advertising, and Google Analytics for paid search and reporting
- Skilled in data analysis tools, such as Excel and/or SQL with a strong analytical ability
- Knowledge of paid search strategies, including keyword research, ad writing, bid management, and landing page improvement
- Certifications in Google Ads, Microsoft Advertising, and Google Analytics are a plus
- Ability to manage multiple campaigns simultaneously and meet deadlines
- Strong communication and presentation skills
- Detail-oriented with a focus on delivering measurable results and ROI

Qualifications

- Bachelor's degree in Marketing, Advertising, Economics, Business, or related field.
- Knowledge of the technologies and processes involved in running paid media campaigns, particularly Paid Search, Google Ads and Paid Social, Meta.
- 3-5+ years of experience in Paid Search/SEM
- Bonus if experienced in client facing role
- Analytical & technical background a plus