<u>Reserve - Asset-backed currency revolution</u>
CRM performance marketing manager; $100-150k base + tokens

About Reserve
Reserve is a cryptocurrency project. We want money that doesn't inflate like USD, but isn't volatile like Bitcoin. We believe the global reserve currency should be an index of the world's assets: stocks, bonds, gold, real estate, and more. That's the ultimate purpose of the Reserve protocol, which lets anyone create a new currency backed 1:1 by a collection of tokenized assets.
ABC Labs contributes to the development of the Reserve protocol and helps to support and grow the Reserve ecosystem.
Check more here: https://beforeyouapply.com/group/early-stage-protocol-team-at-reserve

Key Responsibilities
- Develop and execute a multi-channel paid marketing strategy to drive awareness, engagement, and conversions.
- Manage and optimize paid campaigns across Google Ads, Meta, X/Twitter, Reddit, YouTube, display, and DOOH.
- Test and iterate ad creatives to drive engagement and optimize conversion rates.
- Oversee media buying and work with external agencies or vendors for DOOH and programmatic display.
- Set up, track, and optimize full-funnel performance metrics, from awareness to acquisition.
- A/B test landing pages and creatives to optimize conversions.
- Collaborate with the content and design team to create high-performing ad creatives.
- Develop audience segmentation strategies to refine targeting and improve efficiency.
- Stay ahead of industry trends, algorithm updates, and new ad tech developments.

Requirements
A. 4-6 years of experience in CRM and performance marketing, specifically in paid social, search, display, and DOOH.
B. Managed and optimized 100k+ monthly ad budgets for tech, fintech, or crypto brands.
C. Data-driven and ROI-focused, with a deep understanding of CAC, LTV, attribution models, and analytics.
D. Track record of running and optimizing campaigns across Meta, Google, X/Twitter, Reddit, and programmatic display networks.
E. Experience managing DOOH (Digital Out-of-Home) campaigns, including placements in niche locations.
F. Experience monitoring and tracking all stages of the sales and marketing funnel.
G. Proficient project management and CRM skills utilizing tools like Hubspot and/or Monday.com.

Preferred Qualifications
A. Strong expertise in Google Ads, Meta Ads, Twitter Ads, Reddit Ads, and DSPs
B. Deep understanding of web analytics, conversion tracking, and attribution modeling
C. Experience working with Google Tag Manager, GA4, Looker, or similar tools
D. Experience managing DOOH campaigns and understanding their impact on digital marketing
E. Experience with crypto, fintech, or high-growth tech startups preferred

Logistical Info:
- Competitive Compensation: $100-150k base + tokens
- Located in NY or SF (relocation assistance provided for US candidates)

Benefits:

- Do something meaningful; Be a part of the future of stable money, helping people around the world access a safe and transparent financial system.
- Fast moving, challenging and unique business problems.
- Compensation: Competitive salary + token grant.
- Stability: We have significant funding and a long financial runway.
- Purpose: ABC Labs helps people beat hyperinflation, and aims to eradicate it entirely.