

London-based digital marketing agency specialising in APP marketing and measurement is looking for a **Performance Marketing Specialist**. You will work closely with your Account Manager and the rest of the Campaign Management team. The performance Marketing Specialist will work across every aspect of digital advertising from planning, strategy and set-up to execution, analysis, optimization and client management. You will have experience in running Facebook campaign.

ROLE:

Campaign Management

- Plan and document campaign strategies in line with a test and learn approach
- Think creatively when coming up with targeting and creative options
- Set up digital campaigns accurately and logically
- Monitor all data points through the user funnel, analyze performance, identify areas of improvement and take action to improve overall results
- Recognize trends of key performance indicators

Tracking & Reporting

- Collect, track and record data from a variety of sources
- Spot check and reconcile data sets
- Troubleshoot tracking and reporting issues
- Provide ad hoc reports to managers and clients

Client Services

- Create a close relationship with our clients through impeccable client service
- Prepare regular insightful updates on campaign performance for our clients
- Find smart solutions to client objectives

Other

- Liaise with 3rd party partners and advertising technology platforms
- Support senior management in preparing for new business pitches and bringing on board new clients
- Keep a tight grip on the market and competitor analysis to discover new opportunities and implement relevant changes

PROFILE:

- 1-3 years' experience in running User Acquisition Campaigns on paid social platforms or Google Ads (UAC, Search, Display)
- **Experience in planning, implementing and optimizing Paid Social (mainly Facebook)** performance/direct response /User acquisition campaigns (with a CPA, ROAS or App Install objective).
- Ideally experience running performance campaigns on Twitter, TikTok, Snapchat, YouTube, Google Ads (PPC and UAC), ASA, Programmatic etc
- French or Spanish will be a plus
- Data driven analytical thinker with a hands-on approach and can-do attitude
- Excellent Microsoft Excel skills with data manipulation capabilities using weighted average formulas, pivot tables and results visualization

French Resources Ltd – 0845 519 1945 – info@french-resources.co.uk

Registered office: Heathmans House, 19 Heathmans Road, LONDON SW6 4TJ. Registered in England and Wales No. 6956655



- Excellent problem-solving skills and exceptional attention to detail
- Ability to manage multiple tasks simultaneously
- Strong communication and presentation skills
- Able to interact effectively with both clients and other team members

SALARY:

- £28/£32K salary depending on experience + benefits