



# Business Development & Performance Analyst

## Who We Are - AdMaven

**AdMaven is a performance-driven ad-tech company helping advertisers reach high-converting audiences and publishers maximize revenue from their traffic.**

This role sits within a business activity focused on scaling advertiser demand, improving campaign performance, and identifying new revenue opportunities.

## The Role

**You'll turn performance data into clear commercial decisions, supporting advertiser growth, revenue optimization, and day-to-day monetization performance.**

You'll work in a fast-moving environment, partnering with R&D, Analytics, Sales, and Design while moving between performance reviews, partner updates, testing cycles, and execution follow-ups.

## Responsibilities

- Monitor product and campaign performance to identify optimization opportunities, revenue trends, and growth areas
- Track performance changes, flag issues, and coordinate next steps with the relevant internal teams
- Manage and grow advertiser activity, including onboarding, ongoing optimization, and performance scaling
- Identify new demand opportunities with existing partners and potential advertisers
- Research market trends and competitors to support business decisions and ongoing initiatives
- Plan and analyze A/B tests, translating results into clear recommendations and next steps
- Build and maintain dashboards, reports, and alerts that provide accurate performance visibility for stakeholders

## Required Skills and Qualifications

- Availability for a full-time position or a four-day-per-week student role
- Degree in Industrial Engineering, Economics, Business Management, or at least one year of experience in affiliate or performance campaign management
- Hands-on proficiency in Excel
- High level of proficiency in English
- Working knowledge of SQL for querying and analyzing business or performance data

## Preferred Skills and Qualifications

- Comfortable working with AI-assisted tools such as Claude Code, Codex, or Cursor, with familiarity in AI workflow concepts such as MCP, agents, tool use, and structured prompting
- Experience working with clients, business partners, or advertiser accounts
- Experience in AdTech, online advertising, affiliate marketing, or performance-based campaign environments

## How to Apply

Send your CV as a PDF attachment to [careers@ad-maven.com](mailto:careers@ad-maven.com). Include the job title and your name in the subject line: **Business Development & Performance Analyst - [YOUR NAME]**.

