



About Lateam Partners

Lateam Partners is a premier recruitment agency specializing in hiring top **English-speaking** talent in **Latin America** for U.S.-based companies. We connect skilled professionals with dynamic opportunities, offering competitive salaries, career growth, and the chance to work with leading international businesses.

By joining Lateam Partners, you gain access to **exciting remote roles, a supportive work culture, and ongoing professional development**. We pride ourselves on matching top-tier talent with high-quality employers, ensuring a rewarding experience for both candidates and clients.

If you're looking to advance your career with **a stable, well-paid, and growth-oriented opportunity**, apply today and become part of our thriving network!

www.lateampartners.com

Job Title

Performance Marketing Manager

Location

Remote

Client

Undisclosed

Job Summary

We are seeking a highly skilled and hands-on Performance Marketing Manager to join our team. This person will be responsible for the execution, optimization, and management of paid media campaigns across Meta, TikTok, and Google Ads. You'll be working closely with a team lead

who oversees the strategic direction, so your focus will be on expert-level execution and platform management.

Responsibilities

- Set up, manage, and optimize paid media campaigns on Meta (Facebook/Instagram), TikTok Ads, and Google Ads.
- Continuously monitor performance and adjust campaigns to achieve KPIs such as ROAS, CAC, and CTR.
- Conduct A/B tests on creative, targeting, and bidding strategies to improve performance.
- Analyze campaign data and deliver performance reports with actionable insights.
- Collaborate with internal teams to ensure campaign messaging and targeting align with brand goals.
- Stay up to date with the latest trends, tools, and best practices in performance marketing and the ad platforms you manage.

Qualification

- 3+ years of experience managing paid media campaigns across Meta, TikTok, and Google Ads.
- Proven track record of driving results (ROAS, leads, sales) for e-commerce or tech products.
- Deep, hands-on knowledge of ad platform features, targeting strategies, audience segmentation, and bidding models.
- Strong analytical skills and experience using tools like Google Analytics, Data Studio, or similar.
- Comfortable working in a fast-paced, collaborative, and fully remote environment.

Apply to this position

<https://forms.monday.com/forms/6f43e441a98a43154090ba9322b9091d?r=use1>