



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

Own the strategy, execution, and optimization of paid media for our DTC business, driving profitable customer acquisition and lifetime value. You'll plan and run performance campaigns across search, shopping, and paid social; manage budgets against CAC/ROAS targets; partner with creative, product, and analytics; and turn insights into scalable growth.

Responsibilities

- Build and execute a full-funnel paid media strategy, aligned to revenue and margin goals.
- Manage forecasting, pacing, and daily optimizations to hit CAC, ROAS, and payback targets across portfolios and geos.
- Own account structure, bidding, audience strategy, and budget allocation; stand up experiments (A/B, incrementality) and scale winners.
- Lead creative testing loops (hooks, formats, landing pages); brief and iterate with the creative team to improve CTR/CVR and CPA.
- Oversee product feed health and merchandising (GMC, feed rules, promotions, PDP/LP hygiene).
- Implement rigorous measurement (GA4, platform data, MMM/MTA signals where available) and maintain clean tracking via GTM/pixels/conversions APIs.
- Build weekly and monthly performance reporting with actionable insights; communicate tests, results, and next steps to stakeholders.
- Partner with Lifecycle/CRO to align paid acquisition with onsite conversion, retention, and LTV growth.
- Monitor competition, auctions, and platform changes; proactively identify new channels/betas to test.
- Manage agencies or freelancers as needed; enforce best practices and performance SLAs.

Qualification

- Expert hands-on proficiency with Google Ads (Search, Shopping/Performance Max) and Meta Ads; strong grasp of audience targeting, bidding strategies, and creative testing.
- Solid command of GA4, Google Tag Manager, conversion tracking, and attribution basics; able to diagnose tracking issues.
- Advanced Excel/Sheets for analysis and modeling (lookups, pivots); familiarity with BI tools (Looker/Tableau) is a plus.

- Strong quantitative mindset: comfortable with CAC/ROAS/payback math, cohort views, and incrementality/experimentation frameworks.
- Experience managing sizable budgets with disciplined forecasting and pacing.
- Clear, concise communicator with the ability to turn data into decisions and influence cross-functional teams.
- Organized, detail-oriented operator who can prioritize and execute in a fast-moving environment.

Apply to this position

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