LaTeam

YOUR LATAM TEAM

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!

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Job Title

Performance Marketing Analyst

Location

Remote

Client

Undisclosed

Job Summary

We're hiring a hands-on analytics leader to own performance marketing measurement across Amazon and DTC/Social. You'll translate messy cross-channel data into crisp insights, improve incrementality and efficiency, and partner with Growth, E-commerce, and Finance to set budgets, forecast outcomes, and guide creative/testing strategy.

Responsibilities

Cross-channel analytics & strategy

- Own the marketing measurement framework across Amazon + DTC/Social: define source-of-truth, KPIs, and guardrails
- Build and maintain a single view of performance across platforms, unifying with web/app/shop data and finance.
- Design incrementality tests and campaign-level A/B tests; quantify impact and roll out learnings.
- Create forecasting & scenario models for budget allocation and inventory planning; partner with Finance on monthly/quarterly outlooks.
- Translate analysis into weekly recommendations on spend mix, audiences, bids, and creative; influence channel owners and leadership.

Amazon focus (Marketplace + DSP)

- Build dashboards for ACOS/TACoS, NTB%, Subscribe & Save, brand share, PDP funnel (sessions → detail page view rate → ATC → purchase), and search term migration.
- Analyze placement, keyword, ASIN, and audience performance; recommend structural changes (campaign taxonomy, negations, dayparting, placement bid mods).
- Partner with Retail/Operations on Promo Calendar, Buy Box, inventory health, and price elasticity to isolate marketing impact from retail effects.

DTC & Social focus

- Stand up creative analytics: thumb-stop rates, hook/scene analysis, copy/CTA tests; synthesize insights for the creative brief pipeline.
- Evaluate and calibrate attribution (in-platform, GA4) to a coherent POV.

Data & enablement

- Own the performance analytics stack: ing

Qualification

- 3+ years in growth/performance analytics with deep exposure to Amazon Ads (Search + DSP) and at least two DTC social channels (Meta, TikTok, YouTube, Pinterest).
- Experience using HubSpot CRM for campaign management, sales pipeline tracking, and reporting
- Experience with AMC/AMS, GA4, Shopify data, and one or more BI tools (Looker/Tableau/Power BI/Mode).
- Proven ability to design and read experiments (geo holdouts, CUPED, sequential testing) and to reconcile platform vs. modeled attribution.
- Strong business judgment: can connect media, pricing, and inventory to contribution margin and cash payback.
- Clear communicator who can simplify complexity and influence cross-functional partners.

Apply to this position

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