



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

Google Ads Manager

Location

Remote

Client

Undisclosed

Qualifications

- Analytical mindset with strong data interpretation skills
- Proactive problem-solver who can identify optimization opportunities
- Detail-oriented with excellent campaign management capabilities
- Strategic thinker who understands seasonal business fluctuations
- Effective communicator who can translate performance data into actionable insights
- Identify quick wins and short term opps for Maddle (which is mid-peak season!)

Responsibilities

- Develop and execute a performance-driven Google Ads strategy to scale non-branded search and PMAX campaigns while protecting ROAS and avoiding brand cannibalisation. Key pillars:
- Seasonal brand rotation – Maintain three brands in full activity and one in background mode, switching based on seasonality and economic context.
- Non-brand growth – Identify and scale new non-branded keyword opportunities through both search and PMAX, using audience signals, keyword research, and funnel segmentation (top, mid, bottom).
- Merchant Center excellence – Optimise product listings directly in Google Merchant Center and via supplemental feeds (titles, descriptions, category mapping, and attributes) to maximise visibility.
- CRO alignment – Collaborate with the e-commerce team to create or refine landing pages matched to keyword intent, especially for high-volume non-commercial terms.
- Attribution clarity – Use GA4's data-driven attribution alongside Google Ads reporting and Triple Whale to inform optimisation and budget allocation.
- Cross-brand budget strategy – Balance spend based on both performance data and wider business priorities.

Implementation

- Full audit of existing Google Ads structure, campaign types, keyword coverage, PMAX setup, and attribution reporting.
- Merchant Center review to identify disapprovals, feed health issues, and optimisation opportunities.
- Campaign Build & Optimisation
- Expand non-branded search coverage with new campaigns segmented by funnel stage and geography.
- Refine PMAX campaigns: exclude branded terms where appropriate, strengthen audience signals, and test new asset groups.
- Apply supplemental feed updates for better keyword alignment in product titles, descriptions, and categories.
- CRO & Landing Page Work

- Collaborate with the e-commerce manager to design/test landing pages aligned with search intent.
- Implement keyword-specific LPs for high-volume non-commercial searches.
- Tracking & Attribution Setup
- Ensure accurate conversion tracking in Google Ads and GA4.
- Align reporting with Triple Whale to track multi-touch performance across channels.

Refinement

- Weekly keyword and search term reviews to identify new opportunities and prune inefficiencies.
- A/B testing on ad copy, assets, and landing pages to improve CTR and conversion rates.
- Bid strategy adjustments based on seasonality, competitive landscape, and ROAS trends.
- Cross-brand reallocation of budget based on live performance data and strategic priorities.
- Attribution validation through ongoing comparison of Google Ads, GA4, and Triple Whale data.

Deliverables

- Comprehensive Google Ads account audit and strategy document
- Optimized Merchant Center setup with improved product feed structure
- Expanded non-branded search campaign structure
- Weekly performance reports with ROAS analysis
- Recommendations for budget allocation across brands based on seasonality
- Implementation of automated bidding strategies for efficiency KPIs & Targets
- Increase ROAS by at least 15% within first 2 months
- Scale non-branded campaign ad spend by 30% while improving profitability through structured optimization (Ex : Device / Geo / Language segmentation, Landing page optimization, assets groups optimization, ongoing keyword research and exclusion...)
- Improve PMax adspend by 15% while maintaining profitability
- Reduce cost per acquisition across all brands by 15%
- Improve product discoverability through Merchant center feed management

Apply to this position

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