



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 Specialist

Location

Remote

Client

Undisclosed

Job Summary

We're seeking a hands-on Performance Marketing Specialist to join our growth team. You'll be responsible for planning, executing and optimizing paid acquisition campaigns on Meta (Facebook/Instagram) and Google Ads to drive new user acquisition, subscriptions, and ROI. This is a remote role aligned to UK business hours.

Responsibilities

- Plan, launch and manage paid media campaigns on Meta (Facebook/Instagram) and Google Ads (Search, Display, YouTube).
- Define targeting, budgeting, creative testing and optimization strategies to maximize acquisition and efficiency.
- Monitor performance metrics (CPA, ROAS, LTV, conversion rate) and deliver actionable insights to stakeholders.
- Collaborate with creative, product, and analytics teams to ensure messaging, landing pages and funnels are aligned.
- Continuously test ad copy, creatives, audiences, and bidding strategies to improve outcomes.
- Report on performance, produce dashboards and recommend strategic adjustments.
- Stay up-to-date with platform updates and emerging trends in paid performance marketing and wellness sector.

Qualifications

- Minimum 2–3 years' experience managing paid acquisition on Meta and Google Ads with proven performance results.
- Strong analytical mindset with ability to interpret data, draw insights and optimize campaigns.
- Hands-on, self-starter who can manage end-to-end campaign operations.
- Excellent written and spoken English proficiency.
- Available to work UK timezone and coordinate across global teams.
- Experience with analytics tools (Google Analytics, GA4), attribution models, and dashboarding (e.g., Data Studio) is a plus.
- Interest in wellness, holistic health or lifestyle brands is advantageous

Apply to this position

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