



Wesolveforyou



# Performance Marketing

South Delhi, Delhi, India · 5 days ago · 83 applicants

Hybrid · Full-time

Skills: Advertising, Digital Marketing, +8 more

Applicant review time is typically 2 days [Learn more](#)

See how you compare to 83 applicants. [Try Premium now](#)



Am I a good fit for this job?



How can I best position myself for this job?



Easy Apply

Save

## Meet the hiring team



**Kanchan Bhandari** · 3rd+

HR at WSFY | Hiring for Account Manager,  
Performance Marketing, Business Development,  
Creative Director

Job poster · LinkedIn member since 2019

Message

## About the job

Wesolveforyou is a dynamic team of strategy-driven professionals dedicated to helping businesses achieve exponential sales growth. Through our Omni Channel approach, we diversify online and offline channels, optimize sales strategies, and position products effectively for target customers. Our services encompass brand presence enhancement, sales boost via Omni Channel strategies, sales strategy optimization, cost reduction in marketing and sales, and strategic product positioning.

## Role Description:

- We are seeking a seasoned full-funnel performance marketer with a proven track record in building, managing, executing/overseeing, and strategizing performance marketing campaigns from scratch, resulting in consistent revenue growth.
- Taking ownership of performance marketing to drive revenues on client websites.
- Expertise in scaling campaigns across various platforms like Instagram, Facebook and Google to maximize reach and impact.
- Developing, testing, and optimizing marketing funnels, closely monitoring progress, and generating comprehensive reports.
- Conducting website research, identifying keywords, crafting ad text, allocating budgets, implementing strategies, and continuously optimizing campaigns to meet KPIs.
- Leading the creation and execution of marketing campaign structures and plans for our D2C clients, driving customer acquisition, engagement, and retention.
- Identifying and implementing innovative strategies to enhance user acquisition, engagement, and retention metrics.

## Requirements:

- Strong knowledge of Meta Ads, Google Ads.
- 2-6 years of experience driving performance and branding campaigns across digital channels,
- Bachelor's degree in Marketing, Business, or a related field is required.
- Proficiency in digital marketing channels, tactics, marketing automation tools, analytics platforms, and CRM systems.
- Excellent communication, interpersonal, and data-driven thinking skills..
- Strategic thinker with a creative mindset, results-oriented, and data-driven.
- Previous experience working with a Digital Marketing Agency is highly desirable.