

Acquisition Manager

Employment Type	Full-time - Remote
Location(s)	Lithuania, Poland, or Ukraine
Level	Mid-Senior Level
Compensation	\$100k-\$140k

About the Company

A fast-growing AI-powered fintech company on a mission to make financial well-being accessible to everyone. Their platform provides credit monitoring, building, and protection tools - completely free to users - using cutting-edge technology to simplify credit management at scale. The team is dynamic, data-driven, and moves fast.

About the Role

As a Growth Marketer, you'll own and execute user acquisition across paid channels - hands-on, end-to-end. This is not a strategic oversight role. You'll be in the platforms every day: launching campaigns, running tests, iterating on creative, and scaling what works. If you enjoy owning results, moving fast, and making decisions from data - this role is for you.

What You'll Do

Hands-On User Acquisition

- Plan, launch, and manage paid acquisition campaigns across TikTok, Meta, Google, and other relevant platforms
- Own day-to-day campaign setup, optimisation, testing, and scaling

Campaign Optimisation & Testing

- Monitor and optimise performance across KPIs including CPA, ROAS, LTV, and CAC
- Run structured tests on audiences, creative, messaging, bids, and budgets
- Identify performance trends and act quickly to improve results

Creative & Funnel Collaboration

- Work closely with creative and content teams to develop and iterate on ad creative based on performance data
- Partner with product and marketing to optimise landing pages, onboarding flows, and conversion paths

Attribution & Measurement

- Manage accurate attribution and measurement using tools such as Singular
- Ensure data integrity across channels and use attribution insights to guide budget allocation and testing priorities

Growth Experimentation

- Identify and test new acquisition channels, formats, and tactics to unlock incremental growth
- Continuously look for opportunities to improve efficiency and scale what works

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Compliance

- Execute campaigns within the constraints of the finance and credit space, ensuring compliance with platform policies and regulatory requirements

What They're Looking For

- 2-5+ years of hands-on growth marketing or paid media experience, including TikTok Ads
- Direct experience managing paid acquisition campaigns end-to-end - not just strategy or oversight
- Required: experience managing mobile app acquisition campaigns
- Strong background in mobile-first products or apps
- Experience working at a DTC company with direct ownership of customer acquisition and performance outcomes
- Strong understanding of paid media platforms, performance metrics, and optimisation levers
- Experience with attribution tools and customer journey analytics, especially Singular
- Analytical mindset - able to translate data into clear, fast actions
- Comfortable operating independently and owning results
- Experience in fintech or regulated industries is a plus

Bonus Points

- Familiarity with advanced attribution modelling, incrementality testing, or cohort analysis
- Experience scaling spend efficiently across multiple paid channels
- Experience collaborating with a Creative Strategist to test high volumes of creative in a performance-driven environment

Compensation & Benefits

- \$100,000-\$140,000 base salary + equity (stock options)
- Remote-first with flexible working
- Health, dental, and vision insurance
- Unlimited PTO
- Training and development budget
- Food and snacks (in-office)
- Fast-paced, collaborative culture where data and attribution are at the heart of every decision

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