HIRING: Media Buyer

As we continue to expand, we're looking for a **Media Buyer** with experience in **Meta Ads, Snapchat, TikTok, and StackAdapt** — a hands-on optimizer who thrives on testing, data-driven scaling, and creative collaboration.

- **Key Responsibilities**
  Plan, launch, and optimize **paid user acquisition campaigns** across **Meta, TikTok, Snapchat, and StackAdapt**, focused on driving high-quality mobile installs and first-time deposits.
- Manage and scale **7-figure monthly budgets**, ensuring strong ROAS, retention, and user lifetime value.
- Leverage **AppsFlyer** for event mapping, attribution, and cohort analysis.
  Lead **creative strategy and testing** — collaborate with the art team to produce high-performing static and video assets based on data insights.
- Execute a structured **A/B testing framework** to identify winning audiences, placements, and creatives.
- Continuously **optimize campaigns** for cost efficiency, engagement, and revenue — adjusting bidding, segmentation, and creative rotation in real time.
- Build and refine **tracking and reporting frameworks** for visibility across all acquisition funnels.
- Monitor platform changes (SKAN, privacy updates, attribution models) and proactively adapt strategies.
- Integrate and align **brand awareness and performance campaigns** to maximize cross-channel efficiency.
- Explore new growth opportunities through programmatic, influencer, and emerging ad networks.

Requirements

- 4+ years of hands-on experience in **media buying / performance marketing / user acquisition** across **Meta, TikTok, Snapchat, and StackAdapt**.
- Proven ability to **manage and optimize large-scale budgets (7 figures annually)** with measurable performance impact.
- Deep expertise in **campaign optimization**, bid strategy, audience segmentation, and conversion rate improvement.
- Strong understanding of **mobile app acquisition**, **AppsFlyer tracking**, and **post-install event optimization**.
- Experience collaborating closely with **creative and motion teams** on ad concepts and iterations.
- Strong analytical mindset — ability to translate complex data into clear strategic actions.
- Excellent understanding of **A/B testing**, **ROAS optimization**, **FTD-focused funnels.**

What We Offer

- A **high-impact role** in a fast-scaling global company.
- Competitive compensation and **performance-based bonus structure**.
- Direct collaboration with senior leadership and creative teams.
- Access to premium ad tech — **AppsFlyer, Meta Business Suite, TikTok Ads Manager, StackAdapt**, and more.
- A creative, analytical, and growth-oriented work culture.