

CARE CHANGES  
EVERYTHING.

Beiersdorf

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Eucerin

Hansaplast

LA PRAIRIE  
SWITZERLAND

CHANTECAILLE

## PERFORMANCE MARKETING MANAGER

### YOUR TASKS

#### Role Purpose:

- Measure and analyze all points of the Digital Ecosystem oriented to eCommerce strategies
- Must be able to develop strategies, coordinate and integrate performance strategies oriented to Ecommerce in the main channels such as Amazon, Mercado Libre, Walmart, etc.

#### Main Accountabilities:

- Manage Ecommerce campaigns and marketing performance.

Amazon, Mercado Libre (MELI), Walmart

- Experience in development of performance strategies oriented to optimize ROAS
- Experience in CPG industry (Nice to have)
- Focus on optimizing budgets and KPIs such as ROAS, CPM, Unique Visitors, CPA, CPC, etc.
- Help design the analytical model for KPIs for digital strategies
- Knowledge in
- Search Engine Marketing (SEM / Paid Search)
- Display / Programmatic
- Media and Paid Social Media Buying and Planning (better if it is on platforms such as Amazon and MELI)
- Remarketing
- Manage and master all the measurement tools necessary for the success of the strategy.
- Collect data through the different online measurement and analysis tools chosen.
- Monitor all traffic from all platforms in order to identify user and consumer profiles, information and understand user behavior through the consumer journey
- Develop support plans and tactics that can make meaningful improvements for agencies and other stakeholders.
- Develop actionable recommendations and reports that help brands and their campaigns through data analysis.
- Generation of biweekly and monthly reports that ensure the monitoring and control of the campaigns

### JOB DETAILS

Contract Type: Unlimited / Full-Time  
Country / City: Mexico / Ciudad de Mexico  
Company: Beiersdorf México SA  
Job ID: 15683

### YOUR PROFILE

#### Knowledge, Skills and Experience:

- At least 3 years of experience in a similar role
- Mastering Excel and Power Point
- Amazon Advertising

- Mercado Libre Ads
- Walmart Ads
- Facebook Ads
- Google Ads
- Google Data Studio or similar
- Remarketing
- Advance English
- Storytelling with data
- Data Driven