

August 1, 2025 | Performance Marketing Manager - D2C Beauty | Jobsrack



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Performance Marketing Manager - D2C Beauty

written by Zain group | April 6, 2025



Start Date: 06.04.2025



Expiry Date: 06.05.2025



Job ID: 330815026



Username: zaien



Status: active



Featured: No



Tags: paid media, performance marketing, D2C, beauty, PPC, ROAS



Salary: \$75,000 - \$95,000 per year



Address: Remote, USA

Description

We are looking for a Performance Marketing Manager to lead paid media

strategy across Google, Meta, and TikTok. You'll work closely with creative and eCommerce teams to generate sales, reduce CAC, and drive ROAS.

Responsibilities:

- Plan and execute PPC and social ad campaigns
- Manage ad budgets and bidding strategies
- Run A/B tests on creatives and landing pages
- Optimize funnels and conversion pathways
- Report on KPIs, customer journeys, and attribution models

You should be data-savvy, familiar with GA4, Meta Ads Manager, and performance-focused creative trends in the beauty space.