

# United Arab Emirates Jobs Expertini®

## Growth Specialist Jobs In Dubai 2022 | Halian Middle East

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Company: Halian Middle East

Location: , Dubai, United Arab Emirates

Category: other-general

### Growth Specialist Jobs In Dubai 2022 | Halian Middle East

#### Your Responsibilities

Own all aspects of performance marketing: develop strategies and plans to drive near-term new customer acquisition and build a foundation for healthy growth in the future;  
Identify, test, measure, and optimize channels in order to grow revenue while maintaining strong LTV/CAC ratio and unit economics;  
Innovating and updating our approach to audience targeting strategies through industry changes (e.g. iOS 14, Facebook interest targeting removal, web-to-app acquisition flows);  
Recommending custom audiences for lookalike and remarketing targeting;  
Devise new methods and strategies for improving reporting and creative processes;  
Refining our process of creative research including competitive analysis;  
Recommending the best channel and audience mix to reach company monthly goals and available budget;  
Mentor, train, and guide other members of the team.

#### Your Qualifications

4+ years of growth or performance marketing experience (app experience is mandatory);

Hands-on and execution-oriented with a deep understanding of the latest marketing & growth tactics, technologies, and innovations;

Experience with both managing external digital agencies and building / managing an internal growth team;

Strong analytical skills and a passion for leveraging data to derive insights and drive impactful business and marketing decisions;

Strong organizational skills, attention to detail, seamless execution, problem-solving, building / optimizing scalable processes;

A team player who thrives in fast-paced environments;

Previous working experience in the MENA region is a plus.

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