

Growth Specialist Jobs In Dubai 2022 | Halian Middle East

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Company: Halian Middle East

Location: dubai

Category: other-general

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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.#J-18808-Ljbffr

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