KeeMakr.ai

OPEN ROLE · KEEMAKR AI

# Performance Marketing Manager

**Mumbai /Bangalore (Hybrid)** **2+ yrs experience**

## SUMMARY

Manage paid media campaigns across multiple channels while helping validate and shape an AI-powered marketing platform through real-world client work.

## ABOUT THE ROLE

Join an AI-powered marketing platform as one of the first marketers to use it end-to-end with real campaigns. You'll run paid media across Google, Meta, TikTok and emerging channels for clients in healthcare, education, and media, managing budgets from Rs.5L, Rs.50L/month. Your campaign results validate the product, and your feedback directly shapes its development. This role combines hands-on performance marketing with the opportunity to influence how AI transforms the discipline.

## WHAT YOU'LL NEED

- 2+ years running paid media campaigns at agency or in-house with measurable results
- Hands-on proficiency in Google Ads (Search, Shopping, PMax) and Meta Ads Manager
- Experience with attribution tools and analytics platforms (GA4, Mixpanel, or similar)
- Working knowledge of advertising regulations in at least one regulated industry
- SQL or advanced spreadsheet skills to independently pull and manipulate campaign data
- Experience managing campaign budgets of Rs.5L+ per month with accountability for ROAS and CAC

## NICE TO HAVE

- Experience with at least one programmatic DSP platform
- Background in healthcare marketing compliance or education/edtech performance campaigns
- Experience with marketing automation or AI tools (bid management, predictive audiences, AI creative)
- Previous contribution to internal tool-building or process automation
- Familiarity with TikTok Ads or other emerging paid channels

## THE STACK

**Google Ads · Meta Ads Manager · GA4 · SQL · Mixpanel · TikTok Ads**

**Apply or refer someone:**
https://hr-kee.vercel.app/apply?role=performance-marketing-manager

Questions? a@keemakr.ai

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