



<https://namahmedia.in/job/performance-marketing-executive/>

Performance Marketing Executive

Description

About Namah Media

Namah Media is a results-driven digital marketing agency focused on performance marketing, social media growth, lead generation, and brand scaling. We help brands grow through **data-backed strategies, high-performing campaigns, and measurable ROI.**

Role Overview

We're looking for a **Performance Marketing Executive** who can take ownership of paid campaigns across platforms and drive consistent, scalable results.

This role is ideal for someone who is **analytical, detail-oriented, and performance-focused**, with a strong understanding of digital advertising and conversion strategies.

Responsibilities

Key Responsibilities

- Plan, execute, and manage paid campaigns across:
 - Google Ads (Search, Display, YouTube)
 - Meta Ads (Facebook & Instagram)
- Optimize campaigns to achieve **maximum ROI and performance efficiency**
- Conduct audience research, targeting, and segmentation
- Monitor and analyze campaign performance regularly
- Run A/B tests on creatives, copies, and landing pages
- Track and improve key metrics like **CPC, CPA, CTR, ROAS, and conversions**
- Generate detailed performance reports with actionable insights
- Collaborate with the creative team to develop high-converting ad creatives
- Stay updated with platform updates, trends, and algorithm changes

Qualifications

Requirements

- Bachelor's degree in Marketing, Business, or a related field
- 1–3 years of hands-on experience in performance marketing
- Strong experience with **Google Ads and Meta Ads**
- Proficiency in tools like **Google Analytics and Google Tag Manager**
- Solid understanding of **marketing funnels, conversion tracking, and attribution models**

Hiring organization

Namah Media

Employment Type

Full-time

Job Location

Khirki Extension, Delhi, India

Date posted

April 13, 2026

- Strong analytical and problem-solving abilities

Core Skills

- Campaign planning & optimization
- Data analysis & reporting
- Conversion tracking
- Budget management
- Strategic thinking
- Attention to detail

Job Benefits

- Competitive salary package
- Opportunity to work with diverse brands and industries
- Fast-track career growth in a scaling agency
- Continuous learning and development support
- Collaborative and performance-driven work environment

Contacts

info@namahmedia.in