



GROWTH HACKER - MARKETING

ABOUT PACIFIKO

We are an e-commerce platform building a world class e-commerce solution to millions of customers in several countries in Latin America. We were founded in late 2019 and with operations in Costa Rica and Guatemala. We have an expansion roadmap of country launches and product features to continue enhancing the online shopping experience to millions of people. We are growing fast!

For more information, here is what the Press says about us: [Forbes Centroamerica](#), [Revista Summa](#)

WHY JOIN US

Here are a some of the reasons why join Pacifiko:

- Professional growth opportunities: we give important areas of responsibility. You will own them since your first day. What you do will make an impact to millions
- Our mission: we are building a world class solution which will improve people's lives, by giving them convenience in several fronts
- Technology and e-commerce: we are an e-commerce platform and technology is our backbone
- Startup/entrepreneurship: we are a startup funded by venture capital model and you will get to experience the full ride of being part of fast-growing startup
- Continuous learning: you will learn a lot, about several areas
- Work with a great team: our team is formed by a diverse set of people with a common vision to create value for customers. Our CEO and COO have more than 10 years of combined experience at Amazon.com
- Competitive compensation: we offer competitive compensation and growth opportunities for the long term.
- Growth: we are growing fast and being in a high growth environment is always fun!

JOB RESPONSIBILITIES

As a Paid Traffic Specialist at Pacifiko, you will get to do more than just manage online advertisements. You will be responsible for ensuring paid media projects are successfully planned and executed while contributing to the growth of the company via paid media strategies. More specifically, you'll get to:

- Create and optimize paid media channels to support the customer acquisition and retention goals.
- Develop, execute, and optimize cutting-edge digital campaigns from conception to launch.
- Work cross-departmentally to align campaign strategies and goals across the organization.
- Provide ongoing actionable insights into campaign performance to relevant stakeholders.
- Define, measure, and evaluate relevant paid media KPIs.
- Build out media buys for various ad platforms and oversee the day-to-day execution of paid media.
- Oversee and manage overall paid media budget.
- Conduct in-depth keyword and website research, ad grouping and audience targeting.
- Maintain knowledge of industry best practices and new technologies.

Some important metrics you will own:

- ROI
- On-site conversions
- Cost & click performance
- Impressions/total reach
- Website traffic



BASIC QUALIFICATIONS

- Bachelor's degree in Marketing, Engineering, Business, Retail Planning, Information Systems Management, Computer Science, Statistics or related field
- Superior analytical skills, with demonstrated ability to dive in and quickly understand root cause and identify scalable solutions
- Excellent business judgment, strong written and oral communication skills, and a practical, common-sense approach to getting things done
- Advanced Excel skills
- Demonstrated ability to operate both strategically and tactically in a high-energy, fast-paced environment
- High degree of organization and ability to manage multiple, competing priorities simultaneously
- Extreme attention to detail and willingness to roll up your sleeves
- Ability to thrive in a high energy environment where tactical and strategic activities are expected to be driven in parallel
- Excellent written and verbal communication skills for coordinating across teams.

PREFERRED QUALIFICATIONS

- Certifications in Meta and Google
- Previous experience in running and optimizing paid traffic
- Experience using statistical computer languages (R, Python, SQL, etc.) to manipulate data and draw insights from large data sets

LOCATION: Costa Rica, Guatemala, or anywhere in Latin America or USA

COMPENSATION: we offer competitive compensation

TYPE: full-time position

If you are interested in joining, please send your CV to jobs@pacifiko.com.