



PR/095877 | Performance Marketing Ad Buyer

Job Information

Recruiter

JAC Recruitment Singapore

Job ID

1556769

Industry

Retail

Job Type

Permanent Full-time

Location

Singapore

Salary

Negotiable, based on experience

Refreshed

September 30th, 2025 08:01

General Requirements

Career Level

Mid Career

Minimum English Level

None

Minimum Japanese Level

None

Minimum Education Level

Associate Degree/Diploma

Visa Status

No permission to work in Japan required

Job Description

Job Title: Performance Marketing Ad Buyer

Location: Singapore

Your New Company: A fast-scaling global consumer brand in the health and wellness space is seeking a data-driven and results-oriented Performance Marketing Ad Buyer to join its Singapore-based team. With a strong digital presence and a portfolio of high-performing products, the company is expanding its in-house marketing capabilities to support growth across international markets.

Your New Role: As a Performance Marketing Ad Buyer, you'll take full ownership of paid media campaigns across Meta and Google platforms. You'll manage large budgets, optimize performance metrics, and collaborate with creative and e-commerce teams to drive customer acquisition and revenue growth across multiple regions. **Key Responsibilities:**

- Create, launch, and optimize paid campaigns across Meta and Google Ads for global markets.
- Own daily performance reporting, analysis, and data-driven decision-making.

- Collaborate with marketing and creative teams to share insights and test new ads, offers, and audiences.
- Optimize campaigns to improve MER, CPA, and ROAS.
- Identify trends in real time and act quickly to scale or pivot.
- Lead structured testing across offers, audiences, and placements.
- Ensure best-in-class execution and campaign management.
- Stay updated on platform changes, algorithm updates, and industry best practices.

Qualifications:

- Minimum 3 years of hands-on experience managing Meta and Google Ads campaigns (in-house preferred).
- Proven success managing ad budgets of at least \$100K/month.
- Proficiency in Meta Ads Manager, Google Ads, GA4; familiarity with Shopify and Triple Whale is a plus.
- Strong analytical mindset with a focus on performance metrics.
- Proactive, fast-moving, and accountable for results.
- Experience with DTC or e-commerce brands is a bonus.
- Ability to brainstorm creative angles based on performance data.

Ready to Take the Next Step?

Interested applicants, please click [APPLY NOW](#) or send a copy of your updated CV to Pinru.chen@jac-recruitment.com for a confidential chat.

Do note that we will only be in touch if your application is shortlisted.

Chen Pinru
JAC Recruitment Pte Ltd
EA License Number: 90C3026
EA Personnel: R25130085

#LI-JACSG
#countrysingapore

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Company Description