



## PR/160088 | Performance Marketer

### Job Information

**Recruiter**

JAC Recruitment Malaysia

**Job ID**

1575476

**Industry**

Retail

**Job Type**

Permanent Full-time

**Location**

Malaysia

**Salary**

Negotiable, based on experience

**Refreshed**

February 3rd, 2026 11:46

### General Requirements

**Minimum Experience Level**

Over 1 year

**Career Level**

Mid Career

**Minimum English Level**

Fluent

**Minimum Japanese Level**

None

**Minimum Education Level**

Associate Degree/Diploma

**Visa Status**

No permission to work in Japan required

### Job Description

#### COMPANY OVERVIEW

Malaysian personal care and fragrance company is seeking a **Performance Marketer** to join the team. This role involves plan, execute, and optimize paid ads across major e-commerce platforms to drive traffic, increase sales, and improve overall marketing performance through data-driven collaboration.

#### JOB RESPONSIBILITIES

- Plan and execute paid marketing campaigns across platforms like TikTok, Meta (Facebook/Instagram), Shopee Ads, and other new channels.
- Optimize ad performance daily by testing creatives, audiences, and budgets to improve ROI, ROAS, and conversions.
- Analyse campaign data and report insights, tracking key metrics such as CTR, CAC, conversion rate, and sales performance.

- Collaborate with content, brand, and sales teams to create effective ad creatives, promotions, and product bundles.
- Drive e-commerce growth by increasing traffic and sales for TikTok Shop, Shopee, and the company website.

#### JOB REQUIREMENTS

- Diploma or Bachelor's Degree in Marketing, Business, or a related field.
- Minimum 2 years of experience in performance or paid digital marketing.
- Strong hands-on experience with Meta Ads, TikTok Ads, and Shopee Ads.
- Self-motivated, detail-oriented, and adaptable in a fast-paced environment.
- Analytical and data-driven, able to interpret performance data and make optimization decisions.

#LI-JACMY

#countrymalaysia

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#### Company Description