



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