

Job Title: Digital Ads Manager

Reporting to the Senior Growth Manager

Coinme is revolutionizing the financial industry by providing accessible and ubiquitous consumer financial services built on blockchain technology. We believe that decentralization in finance through digital assets can transform the world by giving the power (and earnings) back to individuals. To accomplish this, Coinme is building out the world's largest physical cash onramp to cryptocurrencies and easy access to web3 services via our digital wallet. We envision a world where people will store, trade, and pay with their money on Coinme.

At Coinme, we're large enough to make a difference but small enough for your voice to have an impact. We are an organization where every person matters. You are part of the success of our business and that of our customers regardless of where you sit in our organization- a human touch in a digital world. At Coinme, we hire to support your growth and ours because "Together, We RISE."

Position Overview:

As a Digital Ads Manager at Coinme, you will lead growth efforts across all paid digital channels at Coinme, measuring CAC, LTV, and finding new ways to acquire users with a focus on app growth. This role is your chance to be part of a dynamic, fast-growing environment redefining the financial landscape.

What You'll Be Working On (Your Impact):

- Own Coinme's paid ad efforts across all channels, including planning and execution
- Manage and scale as needed budgets and spend levels on a daily and monthly basis
- Structure ongoing tests to measure impact and effectiveness, synthesize learnings into actionable insights
- Propose and experiment with new channels, campaigns, or strategic opportunities for growth
- Set and meet key performance indicators (KPIs) such as CAC, LTV, ROI, and more
- Collaborate cross-functionally with Marketing, Growth, and Product to deliver relevant and effective ad messaging across various product lines
- Partner and collaborate cross-functionally with other internal departments to improve acquisition, attribution, and analysis
- Build and maintain reporting dashboards and regularly deliver data insights on KPIs
- Continuously analyze and benchmark acquisition efforts against industry competitors
- Oversee the creation of new ad creative and copy across various formats
- Identify automation opportunities, enhance spend efficiency, and track keywords

What We're Looking For:

- 3+ years experience driving digital acquisition at Series A crypto and/or fintech companies
- Hands-on expertise in digital platforms and tools including Google Ads, Facebook Ads, Apple Search Ads, and other app platforms
- Strong skillset in campaign reporting/analytics and ROI analysis
- Experience with mobile measurement partner (MMP) tools such as AppsFlyer
- Strong interpersonal and communication abilities for internal and external stakeholders.
- Proficiency in Slack, G-Suite (Gmail, Docs, Sheets, Slides), and similar productivity tools

Nice to have:

- Experience with demand-side platforms (DSP)

Compensation and Benefits:

- Competitive Salary Range of USD \$90,000 - \$130,000 / year
- 100% Remote - work from the comfort of your home
- Comprehensive health benefits package including options for 100% company-paid health, dental, vision, and life
- A diverse offering of supplemental insurance
- Generous Time Off, Parental Leave, & Paid Volunteer Hours
- Paid Holidays
- Stock Options (US/Canada)
- Great people!

Location:

This opportunity is for a full-time remote position for candidates residing preferably in North America. Open to candidates in South America as well.

Travel

Coinme is fully remote, and this position may require periodic travel

To apply for this position:

Learn more about our mission, vision, and culture at <https://coinme.com/careers/>

Please send your resume to careers@coinme.com.

Coinme is an Equal Opportunity/Affirmative Action employer. Coinme is committed to promoting a diverse, inclusive, and inventive environment with the best employees. Our mission and values guide us as we work to ensure that everyone has the opportunity to contribute to their fullest potential. We consider all qualified applicants without regard to ethnicity, race, color, ancestry, national origin, religion, creed, sex, gender, gender expression or identity, genetic information, age, physical or invisible disability, family or medical care leave, veteran status, sexual orientation, political affiliation, or any other protected status in accordance with applicable laws, regulation, and ordinances.

Coinme is also committed to providing reasonable accommodations to individuals with disabilities. If you need a reasonable accommodation because of a disability for any part of the employment process, please hr@coinme.com and let us know the nature of your request and your contact information.

Did you read the requirements as a checklist and not tick each box? Don't rule yourself out! If this role resonates with you, we want you to apply. Don't see the right opportunity? Email your resume to careers@coinme.com, and we'll review your resume for future opportunities.