



Who are we?

Blackcoffee Media LLP is a performance-first digital marketing company established in 2020 by digital marketing veterans from media and technology giants like LinkedIn, Facebook, and Alibaba. The data-driven team helps businesses achieve their marketing goals and ROI objectives with cross-platform expertise across social and native ads while setting up and scaling their digital touch points.

Role: Ad Operations Executive

We are looking for a highly motivated and experienced Ad Operations Executive with expertise in performance marketing to join our team. As an Ad Operations Executive, you will create and execute performance marketing campaigns for clients. While working closely with the Client Success team, you will be responsible for ensuring successful campaign planning, execution, and optimization. You will also monitor campaign performance, identify areas of improvement, and deliver data-backed reports.

Responsibilities:

- Plan, set up, and execute performance marketing campaigns
- Monitor campaign performance, identify issues, and suggest optimizations
- Provide regular performance updates internally and to clients
- Analyze campaign data to develop insights and recommendations
- Troubleshoot campaign issues and resolve them
- Prepare monthly reports to highlight campaign performance, optimizations, and future plans
- Stay up-to-date with industry trends and advancements in performance marketing

Qualifications:

- 2+ years of experience in digital advertising in either ad operations or client servicing at a media agency or brand team
- Customer-facing experience (good to have)
- Excellent verbal, written and presentation skills
- Adept with Microsoft PowerPoint and Excel

Location: Remote, Mumbai Preferred

Please send your updated resume to brew@blackcoffee.media