

SENIOR GROWTH MARKETER

Overview:

A performance marketing role focused on building and scaling ABM led paid programs within a SaaS environment, driving targeted pipeline growth through precise account based strategies.

Responsibilities:

- Build ABM paid strategies
- Manage LinkedIn and Google campaigns
- Optimise paid programs at scale
- Develop account level targeting
- Align with sales teams
- Launch and test experiments
- Analyse performance data
- Collaborate with technical teams
- Manage paid spend
- Drive pipeline growth

Requirements:

- B2B SaaS paid marketing experience
- Experience with \$30K to \$100K plus programs
- ABM or account based experience
- Strong LinkedIn and Google experience
- Analytical mindset
- Commercial understanding
- Hands on execution experience
- Comfortable working independently
- Startup or high growth experience
- Strong problem solving skills

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