

BuzzIQ Labs

<https://buzziqlabs.com/careers/performance-marketing-manager-fpm040/>

Performance Marketing Manager

Description

Job Title: Performance Marketing Manager

Company: BuzzIQ Labs

Location: Pune, Maharashtra (On-site)

Employment Type: Full-time | 3+ Years Experience

About BuzzIQ Labs

BuzzIQ Labs is a B2B demand-generation partner built for the new era, where buyers are informed, journeys are complex, and growth demands precision. We specialize in creating intelligent, full-funnel marketing systems that help businesses attract the right audience, build trust, and convert demand into measurable revenue. We serve clients across APAC, EMEA, and North America, bringing a global perspective to every engagement.

About the Role

We are looking for a results-driven Performance Marketing Manager to lead paid acquisition campaigns and performance marketing initiatives for our business and B2B clients. You will own campaign strategy, execution, budget allocation, tracking, and optimization, with a strong focus on qualified lead generation, customer acquisition, and measurable business growth.

Responsibilities

- **Performance Marketing Strategy:** Develop and execute data-driven paid marketing strategies aligned with business objectives, target audiences, and lead-generation goals.
- **Paid Campaign Management:** Plan, launch, manage, and optimize campaigns across Google Ads, LinkedIn Ads, and Meta Ads, selecting platforms based on campaign objectives and audience requirements.
- **B2B Lead Generation:** Build campaigns that generate qualified leads, marketing-qualified leads (MQLs), sales-qualified leads (SQLs), demo bookings, and relevant business enquiries.
- **Campaign Optimization:** Monitor campaign performance and improve audience targeting, bidding strategies, ad creatives, messaging, keywords, and campaign structures.
- **Budget and ROI Management:** Manage advertising budgets efficiently, reduce wasted spend, and improve cost per lead (CPL), cost per acquisition (CAC), and return on ad spend (ROAS), where applicable.
- **Analytics and Conversion Tracking:** Set up and monitor conversion tracking using Google Analytics 4 (GA4), Google Tag Manager, advertising platform pixels, and other relevant measurement tools.
- **Landing Page Optimization:** Collaborate with SEO, content, design, and web teams to improve landing pages, lead forms, calls to action, and conversion rates through structured testing.
- **Performance Reporting:** Prepare weekly and monthly reports highlighting

Hiring organization

BuzzIQ Labs

Employment Type

Full-time

Job Location

Pune, Maharashtra, India

Date posted

October 12, 2026

campaign performance, lead quality, spending, conversion trends, key insights, and recommendations.

- **Competitor and Audience Research:** Analyze competitor campaigns, industry trends, audience behaviour, and market opportunities to identify new growth opportunities.
- **Cross-functional Collaboration:** Work with sales and marketing teams to align paid campaigns with broader demand-generation strategy and business goals.
- **Experimentation and Scaling:** Design and execute A/B tests, validate new campaign approaches, and scale successful initiatives based on measurable results.

Qualifications

- 3+ years of hands-on experience in performance marketing, paid advertising, or digital customer acquisition.
- **Advertising Platforms:** Proven hands-on experience managing and optimizing campaigns across **Google Ads, LinkedIn Ads, and Meta Ads** is mandatory. Experience with **Microsoft Ads (Bing Ads)** will be an added advantage.
- Understanding of B2B lead generation, audience segmentation, marketing funnels, and lead qualification.
- Demonstrated ability to manage advertising budgets, optimize campaigns, improve conversions, and achieve performance targets.
- Working knowledge of GA4, Google Tag Manager, conversion tracking, attribution, and marketing analytics.
- Experience with A/B testing, audience testing, landing-page optimization, and performance improvement initiatives.
- Strong analytical skills and the ability to turn campaign insights into actionable strategies.
- Strong written and verbal communication skills.
- Ability to manage campaigns independently, prioritize tasks, solve problems, and take ownership of results.
- Willingness to work on-site from our Pune office.

Preferred Qualifications

- Experience in B2B SaaS, technology companies, digital marketing agencies, or lead-generation-focused businesses.
- Experience managing campaigns for multiple clients, industries, or target audiences.
- Familiarity with CRM platforms such as HubSpot, Zoho CRM, or Salesforce.
- Understanding of marketing automation, lead scoring, pipeline attribution, and revenue-focused marketing.
- Familiarity with Looker Studio, reporting dashboards, and campaign performance visualization.
- Experience coordinating with sales teams to improve lead quality and lead-to-opportunity conversion.
- Relevant certifications in Google Ads, Google Analytics, or other digital advertising platforms.

Job Benefits

- Competitive compensation with potential performance-based incentives.
- Opportunities to work with B2B technology companies and growth-focused businesses.
- Exposure to performance marketing, demand generation, and full-funnel

growth strategies.

- Opportunities for professional development and continuous learning.
- A collaborative environment focused on experimentation, data-driven decisions, and measurable business impact.

Contacts

Who Should Apply?

We are looking for a hands-on performance marketer who combines strategic thinking with strong execution and analytical skills. The ideal candidate understands that successful performance marketing is not just about clicks and impressions, but about generating qualified demand, improving conversion rates, and contributing to business growth. If you enjoy testing new ideas, solving acquisition challenges, optimizing campaigns, and driving measurable marketing results, we would love to hear from you.