

Senior Online Marketing Manager

About Dreamlines:

We are the leading online portal for cruises in Russia with HQ in Germany and offer our customers over 30,000 cruises from reputable cruise companies. As an innovative e-commerce company based in Hamburg, we strive to provide the best possible independent advice and a strong service orientation to our customers, while working with our shipping partners on a basis of excellent technology.

With double-digit growth in the cruise sector we operate in a market with outstanding development opportunities. Our goal is to become the market leader worldwide. With more than 450 employees and additional locations in the Netherlands, France, Brazil, Australia and Russia, we are currently well on our way to achieving our goal.

Here at Dreamlines, we consider it important that our employees are able to work independently and responsibly. Accordingly, we encourage transparent decision-making, open communication and a flat hierarchy. Do you want to experience the success story of a growing company in the e-commerce environment at close quarters? Then apply today!

What you'll be doing:

- You're responsible for the planning and implementation of all performance marketing activities in the Russian market, including SEA, retargeting, paid social, display, affiliate, co-marketing, etc
- You report directly to the Head of Performance Marketing and are responsible for maintaining the budget
- You're in charge of monitoring and optimizing existing campaigns in addition to bringing new strategic developments to our online marketing activities
- You independently perform complex analyses and take action based on insights you gain from the data

What you bring with:

- You have at least three years' experience in online / performance marketing with a strong emphasis on SEA
- You have excellent analytical skills and enjoy working with clearly-defined goals and KPIs
- You are self-motivated, can work independently and as part of a team, and have excellent communication skills
- You're familiar with SQL, expert in GA, YM, etc,
- Critical thinking as a habit and ability to prove everything on numbers;
- Good in math and superb excel knowledge
- You speak Russian at a native-speaker level as well as fluent English

What you'll get:

- Competitive salary
- Office near m. Tuskaya
- Trainings and business trips to HQ in Hamburg
- Medical insurance after probation period
- Partly covered fitness
- Of course, snacks, fruits, coffee, etc
- FAM cruises