

Argentina Jobs Expertini®

Acquisition Creative Manager

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Company: Trafilea

Location: Buenos Aires

Category: arts-design-entertainment-sports-and-media

Description

About Trafilea

Trafilea is a dynamic and innovative Tech E-commerce Group that operates multiple direct-to-consumer brands in the intimate apparel and beauty sectors, with a focus on using data-driven strategies to scale their businesses. In addition to our products, we have our own online community dedicated to promoting body positivity. As a rapidly growing global player, Trafilea is committed to creating high-quality products and services that enhance the customer experience and drive long-term growth.

Marketing @ Trafilea: Work across multiple brands, leverage data-driven strategies, and drive rapid growth in a dynamic remote work environment. We have 3 business lines with brands based on digital marketing & growth strategies.

Our intimate apparel Brands: Shapermint, Truekind, and Shapermint Essentials,

Our beauty Brands: Revel Beauty and Spa Dr.

Our content and subscription Brand: The BodCon.

We're looking for an ambitious and result-oriented **Acquisition Creative Manager** to lead the strategic planning, execution, and data-driven optimization of acquisition marketing initiatives, taking charge to drive impactful results and ensure the achievement of acquisition goals, collaborating with the Process, PMO, and Audit Director and reporting with a dotted line to the CMO.

Requirements

Expected outcomes & responsibilities

Collaborate with the Process, PMO, and Audit Director to develop and execute creative strategies aligned with acquisition goals.

Lead and manage creative strategists and teams to deliver high-quality campaigns.

Monitor and analyze data to provide real-time insights for campaign optimization.

Oversee the production and post-production processes, ensuring timely delivery.

Develop and manage budgets for content creation and production.

Translate strategic objectives into actionable plans and initiatives.

Keep up-to-date with market trends and competitors' activities.

Create, cascade, and translate insights from data into actionable recommendations.

Requirements

Minimum of 5 years of relevant experience in creative project management, marketing, or a related field.

Proven track record of successfully leading and managing creative strategy teams.

Experience in data analysis and interpretation, especially in the context of marketing campaigns

Strong strategic thinking and ability to forecast and plan initiatives for the next 3 - 6 and 12 months.

Exceptional project management skills, capable of managing creative projects from conception to completion.

Proficiency in data analysis and deriving insights to drive decision-making. In-depth understanding of creative planning and the ability to translate ideas into actionable plans.

Experience in leading creative strategy teams and fostering a collaborative creative environment. Excellent organizational skills and attention to detail.

What we offer:

Collaborate with world-class talents in a data-driven, dynamic, energetic work environment.

Opportunity to grow and develop both professionally and personally.

Safe space to be who you truly are, with a commitment to diversity, equity, and inclusion.

Openness to new ideas and initiatives.

Great benefits package including remote work, 15 working days of paid holidays, Learning subsidy, and more!

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