



Performance Marketing Specialist (PPC Expert – Google, Meta, Microsoft Ads, TikTok, & More)

Location: Remote (Canada or international applicants welcome)

Company: VidDay.com

Employment Type: Part-Time or Contract (with potential for full-time)

About VidDay:

VidDay is a “celebration tech” company on a mission to make a billion people smile through collaborative video gifts for life’s biggest moments — birthdays, weddings, retirements, corporate milestones, and more. With over 8 million users globally, our platform helps people create surprise group videos that connect hearts while promoting zero-waste celebrations.

The Role

We’re looking for an experienced **Performance Marketing Specialist (PPC Expert)** to take VidDay’s growth campaigns to the next level across **Google Ads, Meta (Facebook/Instagram), TikTok, Microsoft Ads**, and other paid channels.

You’ll lead the strategy, execution, and optimization of multi-channel campaigns that **drive high-quality conversions, boost ROAS, and build lasting brand awareness** for VidDay and its products.

(This position starts part-time, with the opportunity to expand into a full-time role for candidates who bring complementary skills in creative testing, analytics, marketing automation, or SEO.)

Key Responsibilities

- Plan, build, and manage paid media campaigns across **Google Search, Display, YouTube, Bing, Meta, TikTok, and other ad networks**
- Optimize campaigns for **ROAS, CAC, and conversion quality** using A/B testing, keyword research, and data-driven insights
- Develop **creative ad strategies** — from copy and visuals to video hooks and CTAs — that align with brand tone and emotional appeal
- Implement **retargeting, lookalike, and funnel optimization strategies** across channels



- Collaborate with design, content, and analytics teams to align paid efforts with broader marketing goals
- Track, analyze, and report performance metrics, providing actionable insights and recommendations
- Stay up-to-date with PPC trends, algorithm changes, and platform innovations

Requirements

- 3+ years of experience managing paid campaigns across **Google Ads, Meta Ads, TikTok Ads, and Microsoft Ads**
- Proven track record of delivering measurable ROI and scaling campaigns profitably
- Strong understanding of **Google Analytics, Tag Manager, conversion tracking, and attribution models**
- Experience with **A/B testing, landing page optimization, and funnel performance analysis**
- Creative mindset — able to write compelling ad copy and understand emotional triggers that drive engagement
- Excellent communication and analytical skills
- Agency or SaaS experience is a plus

Nice-to-Have

- Experience with **LinkedIn Ads or Pinterest Ads**
- Familiarity with **e-commerce and subscription models**
- Understanding of **creative testing frameworks** for short-form video ads (Meta/TikTok)
- Basic knowledge of **SEO and content marketing synergy**



Why Join VidDay

- Work with a passionate team making millions of people smile
 - Be part of a company celebrating its **10-year milestone** and entering an exciting new growth phase
 - Creative freedom and data-driven experimentation encouraged
 - 100% remote, flexible hours, results-oriented environment
 - Opportunity for long-term collaboration and career growth
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To Apply:

Send your résumé, portfolio (ad samples or case studies), and a brief note.

Email to: **careers@vidday.com** with the subject line: *"PPC Expert – [Your Name]"*