

Digital Media Buyer & Performance Marketer

REMOTE (UNITED STATES) · PAID ACQUISITION & COMMERCIAL SCALING

Company & Storefront	SuperBox for Sale (superboxforsale.com)
Employment Status	Full-Time (W-2 or Independent Contractor 1099 options available)
Available Openings	1 Dedicated Position (Paid Acquisition & Commercial Scaling)
Physical Work Location	Remote — United States (Candidates must legally reside within the continental US)
Target Compensation	\$70,000 – \$90,000 annual equivalent (\$34.00 – \$43.50 per hour), plus bonuses & ad stipend

01 About SuperBox for Sale

SuperBox for Sale is an established authorized North American distributor of premium Android media hubs, supplying genuine SuperBox hardware—including the S6, S7, and flagship S8 series—to cord-cutters, home theater enthusiasts, and media consumers across the United States and Canada.

Because our products represent a higher-ticket investment (\$300 to \$400+ per unit), paid acquisition in our category cannot rely on impulse-buy gimmicks or cheap discount clickbait. Buyers conduct thorough research, compare specifications, evaluate long-term value, and demand reassurance regarding hardware authenticity, factory warranty coverage, and reliable customer support. Our performance marketing engine is built to target and convert both high-intent searchers and discerning home viewers while preserving healthy profit margins, defending return on ad spend (ROAS), and scaling customer acquisition predictably.

02 Strategic Purpose of the Role

We are seeking a commercially disciplined, data-driven Digital Media Buyer & Performance Marketer to take direct ownership of our paid media acquisition channels. In this role, you will be responsible for allocating and scaling five-to-six-figure monthly ad spend across Google Ads, Microsoft Advertising, Meta, and emerging direct-response channels.

This is an execution-focused role for an analytical marketer who loves the trenches of ad managers, spreadsheet modeling, and conversion optimization. Working directly alongside our Webmaster, Copywriters, and Video Creators, you will bridge the gap between creative storytelling and algorithmic ad bidding, ensuring every dollar spent contributes directly to net revenue and sustainable brand growth.

03 Weekly Workflow & Schedule**Standard Hours**

EST / PST

9:00 AM – 5:30 PM EST

(6:00 AM – 2:30 PM PST)

Monday through Friday operational core.

Operational Rhythm

PACING

Morning spend pacing audits, blended MER checks, CPA monitoring, split-testing, and conversion API tracking verification.

High-Stakes Windows

SCALING

Aggressive scaling during major retail peaks: Q4 Cyber Week, Super Bowl viewing rush, and flagship hardware rollouts.

04 Key Operational Responsibilities**1. High-Intent Search & Shopping Dominance (Google & Bing Ads)**

Build, structure, and scale our paid search and shopping footprint across Google and Microsoft Advertising. Design granular search architectures capturing high-intent commercial keywords, brand defense queries, and competitive conquest terms. Manage Google Performance Max (PMax) campaigns with disciplined asset grouping, feed optimization, negative keyword curation, and strict margin guardrails to deliver qualified buyers seeking genuine S6, S7, and S8 hardware.

2. Full-Funnel Paid Social & Video Acquisition (Meta & YouTube)

Orchestrate top-of-funnel discovery and mid-to-low-funnel conversion campaigns across Meta (Facebook, Instagram) and YouTube. Structure customer list lookalikes, category interest targeting, and video retargeting. Sequence ad touchpoints strategically: introduce devices via problem-solution hooks, demonstrate reliability through unboxing clips, and close hesitant shoppers with warranty guarantees and social proof.

3. Creative Direction, Asset Briefing & Iteration Sprints

Partner with in-house video creators and copywriters to build a continuous pipeline of high-converting direct-response assets. Formulate hypothesis-driven creative briefs with visual hooks, comparison charts, and trust badge placements. Dissect video retention curves, outbound click-through rates (CTR), and hold rates to isolate winning concepts and iterate rapidly to overcome creative fatigue.

4. Policy Compliance, Account Longevity & Risk Mitigation

Ensure all ad creatives, headlines, landing page disclosures, and video scripts adhere strictly to advertising network policies and consumer tech guidelines. Avoid hyperbolic claims, monitor ad approval queues meticulously, and maintain operational redundancies across business managers and backup payment profiles to safeguard ad accounts from unexpected policy disruptions.

5. Attribution Modeling, Tracking Hygiene & Financial Analysis

Maintain rigorous measurement standards using GA4, Meta Conversions API (CAPI), Google Tag Manager, and native attribution models. Verify that first-party tags, server-side events, and offline conversions fire accurately without double-counting. Evaluate performance through blended marketing metrics (MER, blended CAC, contribution margin) to deliver transparent executive revenue reporting.

05 Candidate Profile & Technical Qualifications

- **Proven E-Commerce Media Buying Track Record:** At least three to four years of direct experience scaling paid acquisition for D2C e-commerce brands or consumer technology hardware, having personally managed monthly budgets of \$30,000 to \$100,000+ with verifiable ROAS success. Comfortable handling higher average order values (\$300+) where customer decision cycles span multiple days and touchpoints.
- **Technical Platform Mastery:** Deep fluency across Google Ads (Search, PMax, Merchant Center, YouTube), Microsoft Advertising, Meta Ads Manager, and Google Analytics 4. Skilled in structuring feed-driven catalogs, custom conversion actions, custom UTM hierarchies, and event validation via Google Tag Manager. Experience with attribution tools (Triple Whale, Northbeam, Hyros) is an advantageous asset.
- **Commercial Discipline & Analytical Rigor:** Thinks like an e-commerce business operator. Understands how gross margins, shipping expenses, gateway fees, and chargeback rates dictate acceptable CPA targets. Makes data-backed scaling decisions calmly, avoiding premature pauses while knowing exactly when to cut underperforming ad sets before profitability erodes.

06 Workspace & Technical Infrastructure Requirements

Workstation Power

Modern desktop/laptop running macOS or Windows with at least 16 GB RAM and dual-monitor setup to manage ad consoles, spreadsheets, and creative libraries concurrently.

Broadband Connectivity

High-speed broadband with at least 50 Mbps download and 15 Mbps upload speeds, connected directly via Ethernet for stable access during live budget scaling and launches.

Security & Protocols

Secure, password-managed computing environment capable of multi-factor authentication (MFA) across enterprise ad managers, analytics suites, and corporate billing profiles.

07 Compensation, Growth & Perks

- **Base Salary:** \$70,000 to \$90,000 per year (or \$34.00 – \$43.50 per hour), calibrated to your verified track record scaling D2C hardware campaigns and portfolio strength.
- **Quarterly Performance Bonuses:** Direct financial bonuses tied to exceeding net revenue targets, hitting target ROAS thresholds, and expanding profitable new customer acquisition.
- **Dedicated Experimentation Budget:** Freedom to allocate dedicated testing budgets toward new creative concepts, alternative channels, and algorithmic experiments without micromanagement.
- **Hardware Lab Kit:** Complimentary SuperBox flagship setup delivered to your home office to evaluate product features, capture authentic user screenshots, and understand the customer journey firsthand.
- **Autonomy & Strategic Ownership:** Direct authority over our paid media roadmap, ad tech stack, and direct-response marketing initiatives within an agile, results-oriented e-commerce environment.

08 Application Instructions

To submit your application, send an email directly to careers@superboxforsale.com with the exact subject line formatted as:

Application: Digital Media Buyer – [Your Full Name]

Please ensure your application contains the following three items:

1. **Detailed Resume:** Highlighting past e-commerce media buying experience, ad platforms managed, monthly spend levels, and verified revenue or ROAS milestones.
2. **Campaign Case Study:** Provide a real-world example of a paid search or paid social campaign you scaled for a D2C product (preferably higher AOV or tech hardware), detailing the baseline, strategic optimizations, and resulting impact on revenue, CPA, and ROAS.
3. **Strategic Challenge Scenario (250 words max):**

Prompt: Suppose our blended customer acquisition cost (CAC) on Meta Ads rises by 45% over a three-week stretch while ad frequency on our core retargeting audiences exceeds 6.0, causing overall store ROAS to compress. Outline your diagnostic sequence to isolate the breakdown and explain the immediate operational adjustments you would deploy.

09 Equal Opportunity Employer

SuperBox for Sale is an Equal Opportunity Employer. We evaluate all applicants without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, veteran status, or other legally protected characteristics. We value analytical precision, commercial ownership, and a dedication to profitable, scalable e-commerce marketing across all our remote operations.

10 Official Business Identification & Dealer Verification

SuperBox for Sale is a leading authorized dealer of SuperBox, specializing in the supply of genuine SuperBox TV boxes Series S6, S7, and S8 across the United States and Canada.

Recruiting Desk: careers@superboxforsale.com
Media & Growth: support@superboxforsale.com

Sales Hotline (WhatsApp): [+1 \(945\) 254 6147](tel:+19452546147)
24/7 Tech Desk (WhatsApp): [+852 9674 3876](tel:+85296743876)

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