



Performance Media Analyst (Remote)

Own day-to-day execution and optimization of high-scale Shopping and Search advertising campaigns to drive profitable growth.

About FindItParts

FindItParts is the leading B2B e-commerce marketplace for heavy-duty truck and trailer parts, with a catalog spanning 3 million+ SKUs. We keep commercial fleets, independent shops, and owner-operators moving by making it fast and easy to find the right part. We're a tight-knit, entrepreneurial, hands-on team that moves quickly, owns outcomes, and would rather build than wait. If you like real ownership, fast feedback loops, and seeing the direct impact of your work on the business, you'll fit right in.

The Role

Own paid media growth and operations at FindItParts. Reporting to the VP of Performance Marketing, you will manage Google, Microsoft, and Meta campaigns while scaling the operating model. You will oversee spend, feed health, and performance in a fast-paced environment that directly impacts the bottom line.

Managing a high-SKU catalog, you will focus on Shopping, Performance Max, and feed quality, optimizing for profitability over revenue. You'll drive performance, establish standards, and influence our growth strategy.

Key Responsibilities

Campaign Operations & Optimization

- Manage and optimize daily Google and Microsoft paid search, Shopping, and Performance Max campaigns.
- Build and maintain Shopping/PMAX campaign structure, listing-group and asset-group segmentation, bidding strategy, and managing overlap.
- Optimize to profitability: manage Smart Bidding and tROAS targets by margin tier.
- Monitor budget pacing, bids, and daily performance against core KPIs.
- Manage search term mining, negative keyword strategy, audiences, and bid adjustments.

Feed Health & Data Strategy

- Own Merchant Center health and product-feed quality for a 3M+ SKU catalog—item-level disapproval monitoring, price/availability accuracy, fitment/attribute completeness, custom-label segmentation, and supplemental feeds.
- Own conversion tracking and data-integrity QA—validate and maintain conversion and profit-value configuration.
- Build and maintain performance dashboards and a monthly operating scorecard.

Growth & Reporting

- Own budget proposals and forward forecasting—monthly recommendations and forward view of spend, volume, and profit.
- Design and run structured tests (creative, ad copy, bidding, landing pages) and maintain the test roadmap.
- Partner with merchandising and catalog teams to improve product data quality at the source.
- Stay ahead of platform changes and betas (AI-driven tooling) to pressure-test results.
- Launch and manage expansion campaigns in paid social and display/video (e.g. Meta, LinkedIn), inclusive of audience strategy, creative testing, and budget allocation.

Qualifications

- 2-5 years of hands-on experience managing ecommerce paid media campaigns (in-house or agency), with demonstrated execution expertise and ownership.
- Direct, demonstrable experience with high-SKU catalogs, Shopping campaigns, Performance Max, and Merchant Center / product-feed management.
- Hands-on campaign management experience across Google Ads and Microsoft Advertising; Meta and LinkedIn experience valued.
- Strong analytical ability—you can extract insight from performance data and use it to plan the next move, not just report what happened. Comfortable optimizing to margin/profitability, not just revenue.
- A problem-solver and quick learner who's comfortable in a fast-moving, hands-on environment and figures things out without a lot of hand-holding.
- Fluency with performance data and the tools around it (Google Ads / Microsoft UI, feed-management tools, Excel/Sheets, and reporting/analytics platforms).
- Excellent organization and attention to detail; comfortable owning budgets and being accountable for results.
- Self-directed and reliable in a fully remote setting; comfortable setting standards.

Bonus Attributes

- Experience with marketplace advertising (Amazon, eBay).
- Familiarity with emerging AI-driven search and shopping channels (e.g., ChatGPT / AI search advertising and optimization).
- B2B and/or e-commerce experience, ideally in parts, industrial, automotive, or another high-SKU category.
- Google Ads / Microsoft Advertising certifications.

FindItParts is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees. The base salary range for this position is \$75,000 to \$85,000. Actual compensation will be determined based on experience, location, and skills. In addition, this position is eligible for medical, dental, vision, 401(k) matching, PTO.

Submit your resume to talent@finditparts.com