

Hiring: E-commerce Media Buyer & Ads Specialist (Remote – US Market)

PPC, PAID SOCIAL & PERFORMANCE SCALING · NATIONWIDE US REMOTE

Operational Parameter	Official Role Specification
Company & Domain	SuperBox for TV (https://superboxfortv.com/)
Position Title	E-commerce Media Buyer & Ads Specialist (PPC, Paid Social & Performance Scaling)
Employment Classification	Full-Time / Independent Contractor (100% Remote, US-Compatible Hours)
Openings & Coverage	Single Position (Dedicated Performance Marketer)
Target Location	United States (Remote nationwide)
Compensation Band	\$65,000 – \$85,000 annually or \$32.00 – \$42.00 per hour (+ monthly profit bonuses)

[SEC-01]

Company Overview

SuperBox for TV is a premier authorized distributor of authentic SuperBox streaming media hardware across the United States and Canada. We specialize in supplying households with genuine, high-performance home entertainment devices—including the flagship **SuperBox S6**, **SuperBox S7**, and **SuperBox S8** series—backed by verifiable serial numbers, official manufacturer warranties, and dedicated customer care.

As millions of North American households ditch overpriced cable subscriptions in favor of streaming media, consumer demand for reliable hardware has surged. However, driving profitable customer acquisition requires strategic paid acquisition channels capable of reaching both tech-enthusiast cord-cutters and older demographics seeking simplicity. We are seeking a data-driven, commercially astute E-commerce Media Buyer & Ads Specialist to take full command of our paid advertising engine, scale our direct-to-consumer revenues across Google Ads and Paid Social, and maintain healthy blended return on ad spend (ROAS).

[SEC-02]

Schedule & Working Arrangement

This is an autonomous remote position requiring close alignment with core US business hours:

SCHEDULE & CROSS-FUNCTIONAL ALIGNMENT

- **Schedule:** Monday through Friday.
- **Working Window:** 9:00 AM – 5:30 PM EST (Flexible core overlap with US East Coast business hours).
- **Collaboration Framework:** Report directly to the Head of E-commerce and collaborate closely with our Content Writers, Video Editors, and Web Developers. Participate in weekly performance roundtables and lead campaign sprints while exercising complete tactical autonomy over daily bid adjustments, creative testing, and audience refinement.

[SEC-03] Core Responsibilities & Performance Marketing Engine

Rather than wasting ad budgets on vanity impressions or untargeted clicks, you will approach media buying as an exact revenue generation discipline across several key channels:

- 01 Google Ads Architecture & High-Intent Search Capture:** Architect, optimize, and scale our Google Ads ecosystem to capture both transactional shoppers and exploring cord-cutters. Manage granular Search campaigns dominating high-intent keywords surrounding SuperBox models, authorized dealer queries, and competitor alternatives. Scale Google Shopping and Performance Max campaigns with tight feed hygiene, segmenting asset groups by device generation, and setting strict negative keywords to defend brand equity. Experiment with YouTube in-stream and Discovery campaigns to introduce SuperBox benefits visually.
- 02 Paid Social Scaling & Audience Retargeting:** Oversee our advertising presence across Meta Ads Manager (Facebook and Instagram) and TikTok Ads. Recognizing that hardware buying cycles require reassurance, design tiered funnels introducing products to cold audiences, nurturing warm prospects with customer testimonials and unboxing clips, and re-engaging abandoned cart shoppers with dynamic ads and time-sensitive guarantees. Build demographic clusters targeting cable bill fatigue, sports enthusiasts, and senior-friendly tech segments.
- 03 Creative Directing & Performance Iteration:** Paid advertising demands continuous creative synergy. Actively collaborate with in-house video creators and copywriters to direct winning ad hooks, visual angles, and promotional formats. Execute systematic A/B creative splits—testing user-generated content (UGC), split-screen comparison videos, unboxing demonstrations, and price-saving value propositions. Dissect retention graphs, thumb-stop ratios, and CTR to rapidly retire fatigue creatives and iterate on winning visual themes.
- 04 Tracking Integrity, Attribution & Data Governance:** Maintain rigorous measurement hygiene across all marketing touchpoints. Collaborate with technical developers to monitor server-side tagging, Google Tag Manager event triggers, Meta Conversions API (CAPI), and GA4 purchase tracking to ensure accurate attribution despite browser privacy restrictions. Evaluate blended customer acquisition costs (CAC) against marketing efficiency ratios (MER) to ensure ad spend delivers verified bottom-line profit.

All marketing collateral, landing pages, and creative claims strictly comply with Google Merchant Center and Meta Commercial Advertising standards, reinforcing our status as an authentic authorized SuperBox hardware distributor.

[SEC-04] Candidate Profile & Qualifications

- **Proven Direct-to-Consumer Track Record:** Minimum of 3 years of hands-on media buying experience managing performance ad spend for direct-to-consumer e-commerce storefronts targeting North American consumers. Documented track record of profitably managing \$40,000 to \$100,000+ in monthly ad budget across Google Ads and Meta platforms, with concrete experience elevating physical product sales in consumer tech, home electronics, or gadget niches.
- **Platform Competency & Attribution Fluency:** Master-level proficiency inside Google Ads Manager (Search, Performance Max, YouTube, Merchant Center) and Meta Ads Manager. Practical experience with TikTok Ads, Pinterest Ads, or Microsoft Advertising is highly advantageous. Thoroughly grounded in modern analytics: Google Analytics 4, Google Tag Manager, post-iOS attribution modeling, and third-party tracking suites (Triple Whale or Northbeam).
- **Commercial Instinct & Creative Collaboration:** Natural grasp of direct-response psychology and what makes everyday consumers click and convert. Translates hardware specifications into high-impact visual hooks, communicates design briefs clearly to creative partners, and remains decisive during volatile algorithmic auction shifts or Q4 peak holiday shopping windows.

[SEC-05] Home Office & Technical Requirements**HARDWARE & WORKSTATION**

Dependable desktop or laptop running Windows 10/11 or macOS with at least 16 GB RAM, capable of managing heavy multi-tab consoles, dashboards, and video previews without lag.

INTERNET CONNECTION

Secure, high-speed connection with at least 50 Mbps download and 15 Mbps upload to support cloud dashboard manipulation and video sync calls.

COLLABORATION TOOLS

Familiarity with Slack, Google Workspace, Google Sheets (advanced formulas/pivot analysis), and task management boards (Trello, Asana, ClickUp).

[SEC-06] Compensation, Autonomy & Performance Incentives**REMUNERATION & BONUSES**

Base salary or hourly rate of **\$65,000 – \$85,000 annually** or **\$32.00 – \$42.00 per hour**, disbursed bi-weekly. Monthly and quarterly profit-sharing bonuses directly linked to achieving target ROAS and scaling net revenue.

AUTONOMY, LAB HARDWARE & TOOLING

Primary strategic authority over bidding models and spend allocations. Complimentary flagship SuperBox unit (S7/S8) provided upon hire. Full enterprise access to ad tracking software, creative spy tools, and performance dashboards.

[SEC-07] Application Protocol & Performance Screening

Send your resume and portfolio summary/deck to careers@superboxfortv.com with the exact subject line:

Application: Media Buyer & Ads Specialist - [Your Full Name]

In the body of your email or cover letter, please provide concise responses to these three mandatory scenarios:

- 1. Scaling Campaign Case:** Share an overview of a physical e-commerce product campaign you scaled on either Google Ads (Performance Max/Search) or Meta Ads. What was your starting spend versus your scaled spend, and what core creative or targeting insight unlocked that scaling?
- 2. Compliance & Policy Adherence:** Advertising streaming hardware on major platforms sometimes triggers algorithmic reviews or policy misclassifications. How do you structure your ad copy, landing pages, and creative assets to remain 100% compliant with Google and Meta merchant policies?
- 3. Availability & Compensation:** What is your confirmed availability start date, and what are your full-time compensation expectations?

SuperBox for TV is an Equal Opportunity Employer. We evaluate all qualified applicants without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran status, or disability status.

[SEC-08] Authorized Reseller Entity & Helpdesk Directory**SUPERBOX OFFICIAL STORE LLC · AUTHORIZED RESELLER****ID: SP20250414002**

SuperBox for TV is an authorized SuperBox dealer, ensuring 100% authentic SuperBox S6, SuperBox S7 & SuperBox S8 devices with full warranty support in US & Canada.

Corporate Details & Central HQ:

- Website: <https://superboxfortv.com/>
- Brand / Legal Entity: SuperBox Official Store LLC
- United States Central HQ: 15427 E Valley Blvd, City of Industry, CA 91746, USA

Recruitment & Media Desk:

- Career Submissions: careers@superboxfortv.com
- Customer Support Email: support@superboxfortv.com
- Direct Support Phone / WhatsApp: **+1 (857) 995-2773**
- Helpdesk: 24/7 Priority Live Support (Office: Mon – Fri, 9AM – 6PM EST)

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