

Founding Inorganic Growth Lead

Bangalore · Full-time · In-office · 3–8 years experience

Own paid consumer growth across Meta, Google, app-store ads, and related channels — with creative velocity to match.

ABOUT THE ROLE

Paid acquisition is how Aurora reaches users quickly in the US and Europe. As Founding Inorganic Growth Lead in Bangalore, you will own consumer paid growth end to end: media, creative systems, experimentation, and scaling what works.

A core part of the job is creative throughput — shipping 100+ creative assets weekly and learning fast from the results.

WHAT YOU'LL DO

- Own consumer paid growth for US and European markets across Meta, Google, app-store ads, and related channels.
- Build a creative and experimentation engine that ships 100+ creative assets weekly and scales winners.
- Manage budgets, bidding, and funnel metrics with a clear path from test to efficient scale.
- Lead contractor or specialist collaborators as needed — editors, writers, and channel operators — to keep volume and quality high.

WHAT WE'RE LOOKING FOR

- 3–8 years running paid acquisition for consumer products, with hands-on experience in US and European markets.
- Demonstrated ability to operate high-volume creative testing and scale winning campaigns across major ad platforms.
- Strong analytical skills — you know CAC, retention, and creative fatigue as operating metrics, not slideware.
- Comfort leading both strategy and day-to-day media and creative execution.

NICE TO HAVE

- Experience building and leading a small creative production team or contractor pod.
- Prior work across Meta, TikTok, Google, and app-store acquisition in one growth system.
- Background growing consumer apps from early traction to meaningful paid scale.

COMPENSATION

Competitive cash plus a meaningful founding-team ESOP grant. Final band depends on experience and evaluation.

HOW TO APPLY

Email us with the role title in the subject line: join@aurorax.co.