



Title: Senior Paid Media Strategist
Department: Strategic Marketing and Communications
Reports to: Director of Performance Marketing
Status: Full-Time, Exempt
Location: Overland Park, KS – onsite

Elevate Your Career at CreativeOne!

Looking for a dynamic and rewarding career in financial services? Join us at CreativeOne, where we blend collaboration, innovation, and excellence to forge a path in the financial services industry. We pride ourselves on being a nationally recognized leader, devoted to empowering independent financial advisors with superior services.

Why Join CreativeOne?

- Energetic and fun work environment
- A culture driven by solutions and results
- Opportunities for growth and development

We're Building a Better Financial Future, Together

We take immense pride in our work and are in search of like-minded individuals who are eager to make a significant impact. If you're ready to be a part of a team that's shaping the future of financial services, we'd love to hear from you.

Overview

CreativeOne is hiring a **Senior Paid Media Strategist** to help lead day-to-day execution of paid campaigns across Meta, Google, YouTube, and emerging channels. This role drives demand for the financial advisors we serve, across both B2C advisor lead generation and B2B recruiting campaigns.

This is a senior individual contributor role with real ownership: campaigns, creative production, landing pages, and conversion rate optimization. We're looking for an operator who makes decisions independently in the platforms, produces a meaningful share of their own creative, uses AI tools strategically, and sets the tactical standard the rest of the team works toward. Team members will look to this role for guidance, review, and the example of what great execution looks like.

We're looking for someone who understands consumer psychology, stages of awareness, what makes creative stop the scroll and drive action, funnel architecture, conversion rate optimization, and how to use AI to move faster and perform better at every stage — and who wants to spend their time building, testing, and shipping rather than waiting on a full creative cycle for every test.

What You'll Do

Cross-Channel Campaign Execution

- Take primary responsibility for paid campaigns across Meta, Google, YouTube, and other relevant platforms.
- Run both B2C advisor lead generation and B2B recruiting campaigns. Adjust offers, messaging, and audience strategy to the audience type.
- Build, launch, and optimize campaigns to a high standard. Accuracy and attention to detail in naming, structure, audiences, bids, budgets, and placements.
- Manage pacing, budget allocation, optimization, and learning phases. Make and defend spend reallocation calls across campaigns and channels.

- Handle complex audience builds, Advantage+ versus manual structuring, conversion API setup, and cross-channel attribution decisions.

Testing & Experimentation

- Design tests, prioritize them with the Director, execute them cleanly, and translate the results into the next round.
- Run structured experiments across audiences, creative, offers, landing pages, and bid strategies.
- Apply rigor to test design, sample size, and documentation.
- Share what you learn from experiments so the rest of the team gets better at testing.

Creative Production & AI Workflow

- Produce your own creative variants using tools like Canva, and AI image, copy, and video tools. This includes short-form video edits, static variant sets, alternate hooks and headlines, and lead copy.
- Use AI tools across your day to day, including audience research, copy iteration, creative brief contributions, reporting summaries, and platform troubleshooting.
- Contribute prompts, workflows, and asset templates to the team's shared AI playbook.
- Know when to produce your own asset and when to reach out to the creative team.

Landing Pages & Conversion Path

- Own landing page and conversion rate optimization tactically. Treat the page and lead form as part of the campaign, not a handoff.
- Build and edit landing pages as part of your campaign work.
- Run A/B tests on landing pages and lead forms.
- Keep the conversion path clean: tracking, pixels, UTM consistency, and lead routing.
- Identify where funnels break down and partner across teams to fix them.

Reporting & Insights

- Build and own the reporting cadence for your campaigns, including daily monitoring, weekly recaps, and monthly retros.
- Track CPL, conversion rate, attendance rate, appointment rate, and lead quality. Explain what is driving the numbers.
- In reports, focus on what changed and what you plan to do next.

Team Support

- Roughly 20% of your time is dedicated to raising the team's ceiling: reviewing team member work, mentoring on platform tactics, contributing to the AI playbook, and helping debug campaigns.
- Model execution quality in your own work, including naming, QA, and testing rigor.
- Mentor junior team members on tactics and craft.

Key Traits

- 4 to 7+ years of hands-on paid media or performance marketing experience with strong execution across Meta and at least one of Google or YouTube.
- Comfort working independently in the platforms.
- Experience producing your own creative variants using Canva and AI image, copy, and video tools, with the design sense to know what is good enough to ship.
- Strong direct response instincts — a working understanding of consumer psychology, stages of awareness, hook design, and offer architecture. You can articulate why a piece of creative works, not just whether it tested well.
- AI fluency in your day to day, including copy generation, audience research, image and video tools, and reporting summarization.
- Testing discipline, including experience designing and running your own experiments.

- Comfort with landing page tools and the full conversion path (page, lead form, CRM.)
- Strong analytical fundamentals in GA4, Looker Studio, or equivalent.
- Attention to detail and clear written communication.
- A growth-oriented mindset.
- Comfort working inside a defined operating system with clear intake, briefs, peer review, and reporting standards.

Nice to Have

- Experience with financial services, insurance, or other regulated industries.
- Familiarity with CRM and marketing automation tools such as HubSpot, Salesforce, or Marketo.
- Experience contributing to creative briefs that performed well in market.
- Comfort with Looker Studio dashboards or basic SQL for ad hoc analysis.
- Prior experience mentoring or onboarding junior teammates.

Why This Role Is Different

- You'll spend your time building campaigns, producing creative, and improving landing pages — without waiting on a full creative cycle for every test.
- You'll have access to AI tools and a modern creative production stack — and the autonomy to use them.
- You'll work alongside a Director hired to build a category-leading performance marketing program.
- You'll grow in the direction that fits you — deeper platform expertise, creative production, measurement, or mentorship.
- Your work will directly drive the leads, appointments, and growth that build the practices of hundreds of independent financial advisors across the country.
- You'll be part of a team that takes craft seriously, inside an established 40+ year company.

Demonstrate and Represent Our Core Values

- *Provide Unreasonably Excellent Service*
- *Love What We Do*
- *Act With Integrity*
- *Collaborate Courageously*
- *Evolve With Purpose*

About CreativeOne

CreativeOne is an industry-leading marketing and consulting firm that helps independent financial advisors grow their businesses. We combine deep financial expertise with full-service creative and media capabilities, delivering tailored marketing that drives measurable growth. With over 40 years of innovation behind us, we're building the next generation of advisor marketing—and we're looking for top talent to help lead the way.

This description covers the major purpose and major functions of the job. It is not intended to give all details or a step-by-step account of the way each task is to be performed. Employees may receive other job-related instructions and be required to perform other job-related duties requested by their supervisor. All requirements are subject to possible modification to provide reasonable accommodation to qualified individuals with disabilities. CreativeOne provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

Our company does not currently sponsor employment visas. Applicants must be authorized to work for any employer in the U.S.