

<https://wikimotive.com/careers/24474/>

Performance Lead- Client Experience

Description

About Wikimotive

Wikimotive is a boutique digital marketing agency serving a growing network of ~150 auto dealerships across North America. We pride ourselves on delivering best-in-class services, fostering strong client relationships, and driving results. If you're a motivated, proactive automotive industry professional seeking a rewarding career with a work-life balance in digital marketing, we want to hear from you!

The Role: Performance Lead – Client Experience

The Performance Lead – Client Experience is a strategic and influential role at Wikimotive, responsible for elevating client satisfaction, supporting team development, and protecting long-term retention. This role replaces the former Head of Client Experience and serves as a central figure in managing complex client escalations, troubleshooting performance data issues, and mentoring our Performance Managers during a phase of rapid company growth.

You'll report to the Performance Operations Manager / Director of Client Services and act as both a high-level problem solver and a coach who reinforces our standards of service excellence. This position requires sharp analytical skills, polished communication, and the ability to lead by example. If this is you and you're in search of a company where you can shine, this role may be for you.

Responsibilities

- **Client Heatcase Resolution:** Serve as the primary point of contact for all client escalations, using empathy, strategy, and communication to resolve conflicts and retain business.
- **Team Coaching:** Lead post escalation strategy discussions to help Performance Managers grow.
- **Data Troubleshooting:** Proactively investigate and resolve issues with performance data across platforms such as GA4, Search Console, and CRM tools.
- **Client Presentations:** Lead Zoom-based meetings with top-tier clients, turning complex data into simple, compelling narratives.
- **Quality Assurance:** Set the bar for client communication, project management, and data accuracy. Step in where needed to ensure standards are met.

Qualifications

Critical Traits for Success

Hiring organization

Wikimotive, LLC

Employment Type

Full-time

Duration of employment

On-going

Industry

Digital Marketing

Job Location

Remote work possible

Working Hours

~40hrs/wk

Base Salary

\$ 105,000 - \$ 120,000

Date posted

June 27, 2025

- **Strong Organizational Skills:** Must be able to manage multiple accounts, deadlines, and internal communications while keeping projects on track.
- **Detail-Oriented:** Precision matters—especially in reporting, analytics, and documenting escalations or client needs.
- **Dynamic Thinking:** This role demands flexibility, problem-solving on the fly, and the ability to adapt to unexpected challenges or changing client needs.

Required Qualifications

- 4+ years in Tier 3 automotive, including marketing or vendor-side experience
- 3+ years in a digital marketing role with client communication responsibilities
- Leadership experience
- Advanced proficiency with GA4 and tools like Search Console, SEMrush, and Google Business Profile
- Demonstrated experience troubleshooting data or reporting issues
- Exceptional interpersonal skills and proven experience managing difficult client conversations
- Strong organizational skills with attention to detail
- Self-motivated and proactive, with the ability to lead without micromanagement
- Comfortable mentoring peers and presenting in a variety of formats (1:1, group coaching, client calls)

Preferred Qualifications

- Experience on both the dealership and vendor sides of automotive marketing
- Exposure to SEO implementation or direct optimization work
- Familiarity with reporting platforms, CRMs, and digital advertising dashboards
- Prior experience in team training, coaching, or people leadership

Job Benefits

- Competitive salary with performance-based growth opportunities
- Fully paid medical insurance for all employees
- Remote work environment
- Generous PTO and 401(k) with match
- Leadership that values quality, creativity, and long-term relationships

Contacts

danielle.billings@wikimotive.com