

Head of Acquisition — AI-Native Consumer Growth

Location: Remote / Los Angeles preferred

Role: Full-time

Level: Senior IC / Player-Coach

Execution vs. Management: ~80% execution / 20% management

About Ember

Ember is building the Bitcoin entertainment wallet.

We are creating fun, accessible ways for millions of people to earn Bitcoin, play games, rip cardpacks, and participate in the broader crypto economy. Our products sit at the intersection of consumer fintech, gaming, and entertainment.

We are a fast-growing, profitable consumer business with millions of users, meaningful paid acquisition scale, and an unusually lean team. We care deeply about building products people genuinely want to use, moving faster than larger companies, and using technology to create compounding advantages.

This is an opportunity to help shape the growth engine of a company that is already working, while there is still enormous room to build.

About the Role

We're looking for an exceptional, AI-native Growth Lead to own and scale our growth engine across paid acquisition, organic growth, ASO, creative, and emerging channels.

This is **not a traditional management role**.

We want someone who still loves being in the weeds: analyzing funnels, launching experiments, interrogating attribution data, developing creative hypotheses, working directly with agencies and platforms, and building systems that allow a small team to operate at the output of a much larger organization.

AI should be fundamental to how you work, not an occasional productivity tool.

You should be deeply familiar with frontier LLMs and modern AI tooling and constantly asking: **How can I automate this? How can I make this workflow 10x faster? How can I run 10 experiments where another team would run one?**

You'll have significant autonomy and work closely with the CEO and product leadership.

What You'll Own

Growth Strategy & Experimentation

- Own the growth roadmap across paid, organic, ASO, referrals, affiliate, partnerships, and emerging channels.
- Develop strong hypotheses about **what to test, why to test it, and how to structure the experiment**.
- Rapidly design, launch, analyze, and iterate on growth experiments.
- Build a systematic experimentation engine rather than relying on one-off campaigns.
- Identify new acquisition loops, channels, audiences, offers, and product-led growth opportunities.
- Develop a deep understanding of competitors and continuously identify opportunities to outperform them.

Paid Acquisition & Creative

- Own strategy across major paid acquisition channels, including Meta, TikTok, Apple Search Ads, Applovin, and emerging platforms like Kick.
- Understand the mechanics of campaign structure, bidding, targeting, creative testing, optimization, and scaling.
- Build systems for high-velocity creative ideation and testing.
- Use AI to dramatically increase creative throughput, competitive research, analysis, and iteration speed.
- Stay on top of performance changes and know which are signal versus noise, and know what to do about them.
- Keep our ad accounts healthy and scalable by using policy fluency, rejection history, and sharp judgment to act early on what's working, failing, or creating risk.

Attribution, Analytics & Funnel Optimization

You should be extremely comfortable with the numbers.

- Deeply understand attribution, incrementality, ROAS, CAC, LTV, payback, retention, cohort analysis, and funnel conversion.
- Understand the strengths and limitations of MMP, platform, and internal attribution.
- Diagnose performance across the entire funnel—from impression → install → activation
- Develop dashboards and analytical systems that surface actionable insights rather than simply reporting metrics.
- Work directly with product and data to identify bottlenecks and opportunities.

- Be comfortable querying and manipulating data yourself rather than waiting for an analyst.

Organic, ASO & Distribution

- Own App Store Optimization and organic acquisition strategy.
- Develop systems for continuously testing metadata, screenshots, positioning, keywords, reviews, and conversion.
- Identify scalable organic distribution opportunities across content, social, SEO, referrals, creators, communities, and emerging AI-driven discovery surfaces.
- Understand how paid and organic channels reinforce one another.
- Creator and organic work must demonstrate measurable incremental installs, tracked through Apple Search volume, branded search, and view-to-install conversion.

Agency & Partner Management

- Own relationships with our performance marketing, creative, ASO, and other growth agencies.
- Set clear goals, incentives, reporting structures, and accountability.
- Know when an agency is producing real value versus simply generating activity.
- Push external partners toward faster experimentation and higher standards.
- Determine which capabilities should remain external, move in-house, or increasingly be automated.

AI-Native Execution

This is one of the most important parts of the role.

We expect you to be an advanced user of frontier AI models and tools.

You should be comfortable using AI to:

- Conduct competitive and market research.
- Analyze large amounts of qualitative and quantitative information.
- Generate and evaluate creative concepts.
- Build internal growth tools and lightweight applications.
- Automate repetitive workflows.
- Analyze experiments and surface patterns.
- Create agents/workflows that connect previously manual processes.
- Prototype ideas without waiting for engineering.
- Increase the number and quality of experiments we can run.

We care less about which specific tools you use today than **how you think about applying rapidly evolving AI capabilities to growth problems.**

Our interview process will include practical exercises involving frontier LLMs. You should expect to demonstrate how you actually use these tools, not simply talk about them.

What We're Looking For

- 2-5+ years of growth experience, ideally in consumer mobile, gaming, fintech, or similarly high-velocity consumer businesses.
- Track record of personally scaling meaningful paid acquisition budgets from 500k to \$3M.
- Strong understanding of mobile growth and attribution.
- Deep knowledge of experimentation and statistical reasoning.
- Strong intuition around consumer psychology, creative, offers, and conversion.
- Comfortable moving between creative strategy, quantitative analysis, and execution.
- Highly proficient with modern AI tools and frontier LLMs.
- Ability to build lightweight systems, automations, and workflows without requiring engineering support for everything.
- Strong agency-management experience.
- Experience in sweepstakes, social casino, iGaming or another restricted ad category
- High intellectual curiosity and willingness to aggressively challenge existing assumptions.
- Comfortable operating with incomplete information and moving quickly.

You Probably Won't Like This Role If...

- You primarily want to manage managers.
- You need a large team before you can produce results.
- You think your job is to develop strategy and have agencies execute it.
- You rely heavily on analysts to answer basic growth questions.
- You run the same channel playbook you used three years ago.
- Your experimentation process is mostly changing audiences, budgets, or creative and watching ROAS.
- You use AI primarily for writing emails and summarizing documents.

How We Interview

Our process is intentionally practical.

Rather than spending hours discussing hypothetical growth frameworks, we'll give you real problems similar to those you'll encounter in the role.

Expect to:

1. Diagnose a real growth funnel and identify the highest-leverage opportunities.
2. Design an experiment, including hypothesis, measurement methodology, success criteria, and follow-up tests.
3. Analyze attribution and performance data and explain what you believe is actually happening.
4. Evaluate competitor growth strategies and propose ways to outperform them.
5. Use frontier LLMs and AI tools live to solve a growth problem, live

Benefits

We want to build an exceptional company with people who care deeply about the work and about one another.

You will receive:

- Competitive cash compensation, performance bonus, and meaningful equity.
- Flexible paid time off. We trust people to use good judgment.
- Health coverage, plus fitness and equipment stipends.
- International company offsites and team outings.
- The opportunity to work with a small, high-agency team building at meaningful scale.