THE IMPLANT ENGINE

WE'RE HIRING

Senior Creative Strategist, Paid Social & Direct Response

Remote • Full-Time • PST Hours

ABOUT TIE

About The Implant Engine

The Implant Engine (TIE) is a leading full-arch dental implant marketing company helping practices grow through patient acquisition, marketing strategy, and performance-driven systems.

In under three years, we've grown from 0 to 170+ partner practices, 85+ team members, and $250M+ in full-arch revenue generated for our clients.

170+	85+	$250M+
Partner practices	Team members	Full-arch revenue generated

We're building the next stage of TIE's growth and looking for a Senior Paid Social Strategist to help scale our advertising engine across multiple dental practices.

THE OPPORTUNITY

The Role

We're looking for a Senior Direct-Response Advertising Specialist to own the strategy behind our Meta advertising, from what we say and who we target to what we test, learn, and scale.

You'll bring a proven track record of developing and testing hundreds of paid advertising concepts, writing high-performing Meta ads and video scripts, and turning customer psychology and performance data into actionable creative hypotheses.

You'll build and continuously improve a creative testing system across multiple accounts, thinking beyond the ad itself:

> Audience → Ad → Landing Page → Lead → Appointment → Consultation → Case Acceptance

You'll work closely with Media Buying, Patient Acquisition, Account Management, and Content teams.

Your core responsibility:

Know what to say, why it should work, and what to test next.

THE WORK

What You'll Own

01 Meta & Acquisition Strategy

- Own the strategic direction of paid acquisition across Facebook and Instagram.
- Define audiences, awareness levels, offers, messaging, and testing priorities.
- Partner with Media Buying to turn strategic hypotheses into campaigns and experiments.
- Diagnose performance across the ad, audience, offer, media, landing page, and downstream funnel.

02 Direct-Response Creative

- Write Meta ads, hooks, headlines, CTAs, and short-form video scripts.
- Translate customer motivations, fears, objections, and desires into compelling messaging.
- Develop angles, narratives, offers, and messaging for different stages of awareness.
- Build creative around clear hypotheses, not generic engagement.

03 Creative Ideation & Testing

- Generate a high volume of new concepts, angles, hooks, and creative formats.
- Turn one customer insight into multiple testable concepts.
- Develop iterations from winning concepts while avoiding creative fatigue.
- Know when to scale a winning idea, iterate, or move to a new concept.

04 Performance & Consumer Intelligence

- Analyze CTR, hook rate, hold rate, CPA, ROAS, conversion rate, qualified lead cost, and creative fatigue.
- Identify why specific concepts, messages, and offers are winning or underperforming.
- Research customer behavior, sales insights, reviews, competitors, and market trends.
- Turn performance and customer insights into new advertising hypotheses.

05 Full-Funnel Optimization

- Evaluate the journey from Ad → Landing Page → Lead → Appointment → Consultation → Case Acceptance.
- Identify messaging, offer, or conversion gaps beyond the ad itself.
- Use downstream performance data to improve acquisition strategy.
- Recommend changes across the funnel to improve lead quality, conversion, and revenue, not just ad metrics.

THE FIT

Required Experience

- 5+ years in paid social, performance marketing, or direct response.
- Deep, hands-on experience with Meta advertising.
- Proven track record developing and testing hundreds of paid advertising concepts.
- Strong direct-response copywriting skills, including Meta ads and short-form video scripts.
- Proven ability to develop hooks, angles, offers, messaging, and creative hypotheses.
- Strong understanding of creative performance, testing, and full-funnel conversion.
- Demonstrated impact on measurable acquisition or revenue growth.
- Ability to clearly explain your individual contribution and results.

Strongly Preferred

- DTC / e-commerce experience in high-volume creative testing environments.
- Experience scaling significant Meta ad spend.
- Performance marketing agency experience.
- Experience with high-ticket lead generation or high-consideration consumer offers.
- Experience in healthcare, dental, wellness, beauty, or similar industries.
- Experience managing creative strategy across multiple brands, audiences, offers, or funnels.

THE UPSIDE

Why Join TIE?

01 Grow with a fast-growing company.
TIE doubled from $3.3M to $6.6M in the last year, creating new opportunities as we scale.

02 Make a real impact.
We've generated $250M+ for our clients, helping practices grow and more patients get their smiles back.

03 Work with a great team.
We're collaborative, supportive and low-drama, with exceptionally low turnover.

04 Invest in your growth.
Get ongoing coaching, training, premium tools and AI resources to sharpen your skills.

05 Become a niche expert.
Work exclusively in dental implant marketing across 170+ practices nationwide.

06 Work with real data.
Our proprietary TIE Tools platform gives you visibility into leads, appointments and revenue.

07 Be AI-first.
Use AI across creative, reporting and workflows while learning how modern marketing teams operate.

08 See your results.
Track the metrics that matter: appointments, cost per patient and revenue.

09 Learn the full growth engine.
Gain exposure to paid media, creative, sales, call center, websites, SEO and more.

10 Grow with the company.
Clear roles, scorecards and expectations show you what great looks like and how to level up.