

Vacancy at Bitvavo

Head of Performance Marketing & SEO



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Requirements

- Over 8 years of experience
- In digital marketing roles
- Including over 3 years of experience in a managerial position
- In an international fintech environment
- Proven ability to design attribution models, experimentation frameworks, and reporting systems
- Deep expertise in paid acquisition, awareness creation, and SEO
- Solid understanding of the European digital marketing landscape and consumer behavior

 **Amsterdam**

With fifty percent market share and a processed volume of over one hundred billion euros in 2024, Bitvavo enables millions of users to buy, sell, and store digital assets. To support its ambitious growth, the company is attracting a digital marketing specialist with a proven track record in scaling performance marketing and SEO to drive user growth across Europe.

About Bitvavo

Bitvavo is a leading cryptocurrency exchange and fintech based in Amsterdam, and one of the fastest-growing players in Europe's digital asset landscape. Since launching in 2018, the company has built a strong presence across Europe, processing over one hundred billion euros in trading volume in 2024 alone. Today, two million users rely on Bitvavo to buy, sell, and store crypto, from major assets like Bitcoin and Ethereum to emerging coins and tokens on blockchains like Solana.

With the recent implementation of MiCAR (Markets in Crypto-Assets Regulation), the EU regulatory framework for crypto, Bitvavo is currently finalizing its license application. The company plans to expand into the DACH region and other key EU markets, aiming to become the number one retail exchange in continental Europe.

Bitvavo's headquarters in Amsterdam is home to a growing team of four hundred people working across engineering, product, operations, and business functions such as marketing, finance, and legal. The team operates with a strong culture of execution, ownership and high-quality output, driven by clear goals, open collaboration and a shared commitment to achieving customer impact.





Head of Performance Marketing & SEO

Bitvavo is entering a new phase of European growth, with performance marketing and SEO set to drive user acquisition and increase brand awareness. With the EU license expected soon, the company is gearing up for full-scale acquisition campaigns in key expansion markets. The Head of Performance Marketing & SEO will play a critical role in shaping and executing the digital growth engine that supports Bitvavo's ambitious expansion plans.

The Head of Performance Marketing & SEO will take full ownership of Bitvavo's digital marketing initiatives, overseeing both strategy and execution across paid and organic channels. Responsibilities include defining and implementing the European digital marketing strategy, managing media budgets, and optimizing performance across search, social, display, video, and SEO. The role requires a combination of hands-on campaign management and strategic leadership, with a focus on building internal capabilities and demonstrating the long-term business impact of performance marketing.

Initially, the Head of Performance Marketing & SEO will lead a small team of one Performance Marketer and one SEO Specialist, while also collaborating with external partners. The team is expected to grow to approximately five people, with the Head of Performance Marketing & SEO responsible for hiring and shaping the team. Reporting directly to the VP of Growth & Partnerships, Berend Schoute, this role offers the opportunity to build and scale a critical function, expanding on an existing foundation and driving Bitvavo's continued growth across Europe.

“In this role, you will lead our digital marketing efforts across Europe – setting the direction, building the team, and driving growth through campaigns that deliver measurable results. Bitvavo is scaling rapidly, with the ambition, resources, and momentum to lead Europe’s crypto market. It is also a genuinely great company to work: ambitious, collaborative, and committed to doing things right.”

**Berend Schoute,
VP of Growth & Partnerships**

Employees at Bitvavo value the fast-paced environment of a tech company that combines strong engineering with a focus on building a product that is simple and intuitive. As Bitvavo expands across Europe, this role offers a unique opportunity to help shape its growth and future direction.





Interesse?

Bitvavo is working with Top of Minds to fill this vacancy.

To express your interest, please contact Linde Valk at linde.valk@topofminds.com



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