

UNLIMITED WP

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PPC Executive (Google & FB Ads)

Description

We are seeking a skilled and dynamic PPC Executive with proven experience in managing Google Ads and Facebook Ads campaigns. The ideal candidate will have a deep understanding of pay-per-click advertising strategies, a track record of achieving campaign objectives, and a passion for staying up-to-date with the latest digital marketing trends. As a PPC Executive, you will play a crucial role in driving our online advertising efforts and maximizing our clients' ROI.

Responsibilities

- Develop comprehensive PPC strategies for Google Ads and Facebook Ads campaigns based on client goals and target audiences.
- Create, implement, and optimize PPC campaigns to drive traffic, conversions, and sales across multiple platforms.
- Conduct keyword research, ad copywriting, and audience segmentation to ensure optimal campaign performance.
- Use analytics tools to track conversion rates, click-through rates, quality scores, and other relevant KPIs.

Qualifications

- Bachelor's degree in Marketing, Advertising, Business, or related field.
- Proven experience (2 years) in managing Google Ads and Facebook Ads campaigns.
- Google Ads and Facebook Ads certifications are a strong plus.
- Proficiency in using PPC management tools and analytics platforms.
- Strong analytical skills with the ability to interpret data and make data-driven decisions.
- Excellent written and verbal communication skills.
- Detail-oriented, organized, and capable of managing multiple campaigns simultaneously.
- Ability to adapt to changes quickly and work effectively in a fast-paced environment.
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Experience

- Min 2 years of experience with IT industry
- Must have experience in Google Ads

Job Benefits

- 8 flexible working hours
- 120+ Strength of Employees
- 40 leaves/year
- Leave encashment
- 5 Days Working
- Quarterly Bonus

Employment Type

Full-time

Beginning of employment

Immediate

Duration of employment

Permanent

Job Location

B - 101 to 105, Shilp Corporate Park, Rajpath Rangoli Road, 380054, Ahmedabad, Thaltej, India

Working Hours

8:30 working hours

Valid through

31.12.2023

- Yearly Outing
- Health Benefit Plan

Contacts

For any further information, you can reach out to us at recruitment@unlimitedwp.com or call us on 6351635259

Hiring organization

<https://careers.unlimitedwp.com/>