

<https://geekinformatic.com/job/ppc-executive-2/>

PPC Executive

Experience: 1.5- 2 yrs

Description

We are seeking a PPC (Pay Per Click) to run PPC campaigns and monitor paid search budgets. Your goal will be to ensure our online marketing efforts have the highest possible return on investment (ROI.)

Responsibilities

- Participate in forming effective paid search strategies.
- Launch and optimize various PPC campaigns.
- Oversee accounts on search platforms (e.g. Google AdWords, Bing, Facebook).
- Be involved in keyword selection and audience targeting.
- Monitor budget and adjust bids to gain better ROI.
- Track KPIs to assess performance and pinpoint issues.
- Produce reports for management (e.g. dashboards).
- Write attractive and concise copy for adverts.
- Suggest and develop new campaigns across multiple channels.
- Maintain partnerships with PPC ad platforms and vendors.
- Find ways to reduce risk of click fraud.
- Keep abreast of PPC and SEM trends

Qualifications

- Proven experience as a PPC Executive.
- Familiarity with multiple platforms (e.g. AdWords, Facebook, Yahoo) is preferred.
- Working knowledge of analytics tools (Google Analytics).
- Proficient in MS Office (particularly Excel).
- Excellent communication skills.
- BSc/BA in Marketing, Digital Media, or a related field.

Job Benefits

- 5 days working
- Paid Travel/Rejuvenating Leaves
- Quarterly Movie Tickets
- Flexible Working Hours
- Family Health Insurance
- Birthday & Anniversary Leaves
- Gym Membership Discounts
- Wedding Leaves
- Paternity/Maternity Leave(s)

Working Hours

9:30 am to 6:30 pm (IST)

Hiring organization

Geek Informatic & Technologies Pvt. Ltd.

Employment Type

Full-time

Date posted

October 29, 2024

Job Location

Bestech Business Tower Sector- 66, 160062, Mohali, Punjab, India