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## PPC Executive

### 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.)

### Skills

- Proven experience as a PPC Executive.
- Familiarity with multiple platforms (e.g. AdWords, Facebook, and 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.

### Responsibilities

- Participate in forming effective paid search strategies.
- Launch and optimize various PPC campaigns.
- Oversee accounts on search platforms (e.g. Google AdWords, Bing, and 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 the risk of click fraud.
- Keep abreast of PPC and SEM trends.

### Job Benefits

- 5 days working
- Paid Travel/Rejuvenating Leaves
- Quarterly Movie Tickets
- Flexible Working Hours
- Family Health Insurance
- Birthday & Anniversary Leaves
- Gym Membership Discounts

### Working Hours

9:30 AM to 6:30 PM

### Job Location

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

### Hiring organization

Geek Informatic & Technologies Pvt. Ltd.

### Employment Type

Full-time

### Date posted

April 4, 2024