

Create and optimize ad campaigns and paid search landing pages. Analyze and optimize ad campaigns to increase return on investment (ROI) Use Google Ads to drive a variety of online marketing campaigns. Analyze and optimize pay-per-click (PPC) campaigns to increase ROI.

Qualifications & experience

- 3+ Years of previous agency digital ads management. (Client-side marketing experience will also be considered)
- You are genuinely passionate about marketing strategies and working closely with internal and external teams.
- You are always looking to learn and stay up to date with the latest in the digital marketing space.
- Demonstrable experience in Google and Meta suite of products, including ad manager, analytics, keyword planner etc.
- Demonstrable growth of PPC - Adwords Campaigns in many different industries
- Understanding of - Broad/Phrase/Exact match and the benefits to all.
- Heap mapping (hotjar) implementation and understanding of page fall out rate.
- Manage all aspects of Google Ad campaigns
- Create and optimize ad campaigns and paid search landing pages
- Analyze and optimize ad campaigns to increase return on investment (ROI)
- Use Google Ads to drive a variety of online marketing campaigns
- Analyze and optimize pay-per-click (PPC) campaigns to increase ROI
- Manage and optimize display campaigns across multiple devices
- Develop PPC strategies to increase online visibility
- Collaborate with a team of marketers, Google Ads specialists, and engineers

Tasks & responsibilities

- Interpreting campaign data and communicating insights effectively with Strategy Lead and internal teams.
- Creating and championing internal systems and processes.
- Directly managing all digital ad campaigns, accounts and budgets.
- Work directly with our Strategy Lead to drive growth for our client's brands.
- Consume and learn. This role requires someone who can learn quickly, adapt and maintain skill sets across a number of disciplines. (Time will be allocated for constant professional development and skill development.)
- Creating new digital products to offer greater value to our clients.
- Must be a quick thinker and be able to move at a fast pace

Job Qualifications and Skill Sets

- A degree in digital marketing or a related business field
- In-depth knowledge of Google Ads, Microsoft Advertising (formerly Bing Ads), and Google Analytics
- An understanding of search engine optimization (SEO) and search engine marketing (SEM)
- Google Ads certification
- Competency with using Word, Excel, and PowerPoint to produce reports and presentations for clients
- Experience in a digital space
- SEO background would be highly desirable.
- Ex Google Employee