



Company profile: Media NV was established in the year of 2014. We are an MNC company, our Headquarter is in North America and our corporate office is in Ahmedabad.

Job requirement

Designation: PPC Specialist / SEM

Education qualification: Graduation

Company website: www.medianv.com

Roles and Responsibilities:

- Plan, implement & fully own paid search efforts including Google, Facebook, Instagram and Bing.
- Manage day-to-day optimization activities including building and managing bidding strategies, quality score improvements, ad copywriting, testing and optimization, keyword research, budget forecasting, campaign reporting and analysis, and continuous program improvement.
- Identify the short- and long-term opportunities to scale growth.
- Work with internal teams to enable data and technological capabilities that will accelerate patient acquisition.
- Tracking within analytics for paid channels through the definition of goals, tracking events and conversion triggers.
- Analyze and report on channel performance and liaise with practice marketers to address practice inquiries.
- Work with direct reports to set goals, identify opportunities, and set priorities.
- Work with the web team to create and run landing page optimization tests to increase conversion volume and quality.
- Develop hypotheses and proactively recommend opportunities to expand our SEM accounts, increase conversion rates, and grow the business.
- Track performance metrics with a focus on cost efficiency and accelerating patient and revenue growth.
- Implement local and regional search tactics, optimize campaign conversions, keyword performance and bid costs.

Corporate Office: 506, Times Square Arcade, Thaltej - Shilaj Rd, Opposite Rambag, Thaltej, Ahmedabad, Gujarat 380059

Requirements:

- 3+ years experience in performance and growth marketing, actively and successfully managing paid search. Experience in the service or B2C industry preferred.
- Extensive experience in PPC campaign management, Google Ads, analysis and reporting, including a deep knowledge of platform settings and areas of opportunity to drive optimization across targeting, bidding, copy, account structure, data usage and website experience.
- Successfully conducted A/B testing across various platform settings to improve CPA, ROI, and overall conversion.
- Experience in planning and delivering large annual paid media budgets and being responsible for revenue/acquisition targets.
- Practical knowledge of tracking systems and technologies, applying best practice to ensure consistent and accurate reporting.
- Strong technical aptitude. High level of experience in data analysis techniques, with an ability to extract and action meaningful insights from analytics platforms (e.g. Google Analytics, Callrail etc.)
- Innovative and creative, with a logical and methodical approach to problem solving.
- Flexible and responsive - ability to prioritize multiple tasks as needed and work with a sense of urgency to meet deadlines in a fast-paced, dynamic work environment

Why join us?

- Competitive salary Guaranteed Incremental
- 5 days of the company (Monday-Friday).
- Great working and learning environment
- Generous leave policy
- Excellent working and learning platform
- Rewards and Recognition
- Cooperative seniors