

You will be responsible for managing and optimizing search engine marketing campaigns to drive online visibility, traffic, and conversions for clients. You will employ your expertise in search engine advertising platforms, such as Google Ads and Bing Ads, to develop and execute effective strategies that align with client goals.

Roles and responsibilities:

- **Campaign Strategy:** Develop comprehensive search engine marketing strategies that align with client objectives, considering factors such as target audience, budget, and competitive landscape.
- **Keyword Research:** Proficiency in conducting keyword research using tools like Google Keyword Planner, Ubersuggest, SEMrush, or Moz.
- **Ad Creation and Testing:** Create compelling and engaging ad copy that attracts clicks and conversions, and conduct A/B testing to optimize ad performance.
- **Bid Management:** Monitor and optimize bids to achieve maximum ROI, balancing factors such as ad position, cost per click
- **Landing Page Optimization:** Collaborate with cross-functional teams, such as designers and developers, to optimize landing pages for better user experience and conversion rates.
- **Campaign Implementation:** Set up and launch search engine marketing campaigns using platforms such as Google Ads and Bing Ads, ensuring proper campaign structure, targeting, and tracking.
- **Performance Monitoring and Analysis:** Track campaign performance metrics, analyze data, and generate reports to assess the effectiveness of campaigns, identify areas for improvement, and make data-driven recommendations.
- **Conversion Tracking and Analytics:** Implement conversion tracking mechanisms with Google Tag manager and utilize web analytics tools (e.g., Google Analytics) to measure campaign performance and provide insights.
- **Budget Management:** Manage campaign budgets effectively, ensuring optimal allocation and pacing to achieve client goals.
- **Competitive Analysis:** Conduct competitive research and analysis to identify trends, opportunities, and industry best practices.
- **Stay Up-to-Date:** Keep abreast of industry trends, search engine algorithm updates, and emerging technologies to continuously enhance campaign strategies and tactics.

Qualifications and Skills:

- **Education:** A bachelor's degree in marketing, advertising, business, or a related field is preferred.
- **Proven professional experience** in running campaigns in Google Ads
- **Analytical Skills:** Strong analytical and problem-solving skills to interpret campaign data, identify trends, and optimize performance.

- **Communication Skills:** Excellent written and verbal communication skills to effectively communicate strategies, insights, and recommendations to clients and team members.
- **Time Management:** Ability to prioritize tasks, manage multiple projects simultaneously, and meet deadlines in a fast-paced environment.
- **Adaptability:** Willingness to adapt to changes in search engine algorithms, industry trends, and client goals.
- **Certifications:** Google Ads Search Certification is mandatory.