

**Roles and Responsibilities:**

- Experience in campaign optimization (Maintain and monitor keyword bids , account daily and monthly budget caps, impression share, quality score and other important account metrics.5)
- Creating, developing & implementing effective paid search strategies
- Strategize, execute, monitor, and manage campaigns across multiple platforms such as Google Ads & Facebook paid campaigns.
- Executing & optimizing many PPC campaigns simultaneously
- Overseeing campaigns across several search platforms (e.g. Google AdWords, Facebook)
- Targeting selected audiences through researching keywords
- Tracking daily, weekly & monthly KPI's to identify opportunities for improvement
- Reporting KPI's to management regularly through various dashboards
- Producing engaging, clear & concise ad copy for campaigns
- Create eye-catching and informative pay-per-click text ads as well as continuously implement text ads – A/B testing.
- Ensuring that campaigns are well aligned across multiple channels
- Building and strengthening key relationships across PPC ad platforms and various vendors
- Reducing the risk of click fraud
- Staying current with PPC & SEM trends and techniques