

PPC Specialist

Responsibilities

- Participate in forming effective paid search strategies, but also display, video and social ads
- Launch and optimize various PPC campaigns
- Oversee accounts on all platforms and drive valuable insights that will further impact over the ROI
- Track KPIs to assess performance and pinpoint issues
- Produce reports for clients with strong strategical inputs
- Maintain strong partnerships with PPC ad platforms and vendors
- Effective communication with clients and internal managers
- Work closely and communicate directly with client contacts on a daily basis for general account support
- Experience with and knowledge of the terminology and mechanics of the online advertising industry (CPM, CPC, CTR, View Rate, Viewability, Conversion Rate etc.)
- Keep up to date with the latest developments and trends across PPC and Paid Media

Requirements

- Minimum 1-2 years experience as a PPC Specialist working with Google Platforms (Search, Display, Mobile, Video), Facebook, LinkedIn
- Good understanding of web analytics

Nice to have

- Exceptional written and verbal communication abilities for internal and external relationship management
- Excellent Excel, PowerPoint proficiency
- Understanding of HTML is BIG plus