



Company profile: Media NV was established in 2014. Our headquarters is in North America, an MNC, and we have offices in Ahmadabad and Chandigarh. When you work with Media NV, you work with family. We are focused on building the best product leveraging the latest technologies in the market. Our team is comprised of individuals who are passionate, driven, and the best at what they do. We combine creativity, technology, and passion to fully integrate your business with the online world and give you ample opportunity to grow your brand. We are looking to add a senior software project manager to the team.

Job requirement Designation:

PPC Executive

Education Qualification: Any Graduate

Company Website: www.medianv.com

Job Summary:

The PPC Executive will be responsible for managing paid search campaigns, ensuring that they are optimized to achieve the best possible performance, and supporting the growth of the company's digital marketing efforts. The ideal candidate will have a strong understanding of digital marketing strategies, keyword research, bid management, and the ability to analyze data to drive results.

Key Responsibilities:

Campaign Management:

1. Manage PPC campaigns across Google Ads, Bing Ads, and other platforms (Facebook Ads, LinkedIn Ads, etc.).
2. Implement PPC strategies to drive traffic, conversions, and ROI.
3. Conduct keyword research to identify opportunities and optimize ad copy to enhance click-through rates (CTR).

Bid Management & Optimization:

- . Monitor and adjust bids to ensure campaigns are achieving maximum ROI.
- . Optimize landing pages, ad copy, and bidding strategies.
- . Analyze campaign performance and provide actionable insights and recommendations for improvement

Budget Management:

- . Ensure that campaigns are delivered within the allocated budget.
- . Monitor daily, weekly, and monthly spend against forecasts.

Analytics & Reporting:

- . Use tools like Google Analytics and in-platform metrics to analyze campaign performance.
- . Produce reports for management, highlighting campaign results, trends, and key metrics (CTR, CPC, CPA, ROAS, etc.).
- . A/B test ad creatives, copy, and landing pages to continually improve performance.

Collaboration:

- . Work closely with other members of the marketing team, including content creators, designers, and SEO specialists, to ensure cohesive digital strategies.
- . Stay updated with industry trends, platform updates, and emerging PPC techniques.

Competitor & Market Analysis:

- . Monitor competitors' PPC activities and identify new opportunities for improvement.
- . Keep up with the latest trends in the market to ensure campaigns are innovative and competitive.

Key Skills & Qualifications:

- . Proven experience in managing PPC campaigns on Google Ads, Bing Ads, and social media platforms.
- . Strong understanding of keyword research tools and platforms like Google Keyword Planner, SEMrush, or Ahrefs.
- . Familiarity with Google Analytics, Google Tag Manager, and other analytical tools.
- . Proficient in using bid management tools such as Marin, Kenshoo, or DoubleClick.
- . Excellent analytical skills and attention to detail.
- . Strong verbal and written communication skills.
- . Ability to manage multiple projects simultaneously and meet deadlines.
- . Experience with A/B testing and landing page optimization.

Preferred Experience:

- . 1-3 years of experience in PPC or a similar role.
- . Google Ads certification is a plus.
- . Experience working in e-commerce or digital marketing agencies is an advantage.

Why join us?

- . Competitive salary Guaranteed Incremental.
- . Share options.
- . 5 days of the company (Monday-Friday).
- . Health Insurance Benefits.
- . Monthly Team Dinner.
- . Team gathering and outing at regular intervals.
- . Great working and learning environment.
- . Generous leave policy.
- . Excellent working and learning platform.
- . Rewards and Recognition.

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