



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:

Senior SEM

Education Qualification: Any Graduate

Company Website: www.medianv.com

Job Overview:

The Senior SEM Manager will be responsible for leading and optimizing search engine marketing (SEM) campaigns, with a primary focus on Google Ads. This role requires a deep understanding of paid search strategies, strong analytical skills, and the ability to drive high ROI. The Senior SEM Manager will collaborate with cross-functional teams, including creative, content, and analytics, to ensure alignment with overall marketing goals.

Key Responsibilities:

Campaign Strategy & Execution:

1. Develop, execute, and optimize SEM campaigns, primarily through Google Ads, to achieve company goals such as increasing traffic, generating leads, and driving conversions.
2. Conduct keyword research, audience targeting, and competitive analysis to refine campaign strategies.
3. Manage and optimize campaigns across Google Search, Display, Shopping, and YouTube.

Budget Management:

1. Manage and allocate SEM budgets effectively to maximize ROI.
2. Monitor daily and monthly budget caps, adjust bids, and allocate funds across campaigns to ensure optimal performance.
3. Provide forecasts and reports on spending, performance, and return on investment (ROI).

Performance Analysis & Reporting:

1. Track, analyze, and report on key performance indicators (KPIs), including CTR, CPA, ROI, and conversion rates.
2. Utilize Google Analytic and other tools to evaluate campaign performance and identify areas for improvement.
3. Present actionable insights and recommendations to senior management.

A/B Testing & Optimization:

1. Design and implement A/B tests for ad copy, landing pages, and bidding strategies to improve campaign performance.

2. Continuously monitor and refine campaigns based on performance data and testing outcomes.

Collaboration & Leadership:

1. Work closely with cross-functional teams, including content creators, designers, and developers, to ensure SEM campaigns are aligned with broader marketing initiatives.
2. Lead and mentor junior SEM team members, providing guidance on best practices and campaign management techniques.

Industry Trends & Innovation:

1. Stay up-to-date with the latest SEM trends, tools, and best practices, particularly in Google Ads.
2. Explore new SEM opportunities and platforms that can drive growth for the company.
3. Ensure compliance with industry regulations and platform policies.

Qualifications:

Education: Bachelor's degree in Marketing, Business, or a related field. A Master's degree or relevant certifications (e.g., Google Ads Certification) is a plus.

Experience:

- 5+ years of hands-on experience in SEM, with a strong emphasis on Google Ads.
- Proven track record of managing large-scale SEM campaigns with significant budgets.
- Experience in managing SEM for e-commerce or lead generation campaigns is highly desirable.

Skills:

- Proficiency in Google Ads, Google Analytics, and other SEM tools (e.g., SEMrush, Ahrefs).
- Strong analytical skills with the ability to interpret data and provide actionable insights.
- Excellent communication and presentation skills.
- Ability to manage multiple projects simultaneously and meet deadlines.
- Strong leadership and team management abilities.

Preferred Qualifications:

- . Experience in other paid platforms (e.g., Bing Ads, Facebook Ads).
- . Familiarity with SEO principles and how they interact with SEM.
- . Knowledge of programmatic advertising and retargeting strategies.

2. Lead and mentor junior SEM team members, providing guidance on best practices and campaign management techniques.

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.

Address: Corporate House 3, Shreeya Amalga, Opp. Avalon Hotel, Thaltej, Ahmadabad - 380059