



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:

SEM Manager

Education Qualification: Any Graduate

Company Website: www.medianv.com

Key Responsibilities:

Campaign Management:

- Plan, execute, and manage SEM campaigns across Google, Bing, and other relevant platforms.
- Continuously monitor and optimize campaigns to achieve business goals, improve quality score, and maximize conversions.

Keyword Research:

- Conduct in-depth keyword research to identify trends and opportunities for driving traffic.
- Continuously optimize keyword targeting to ensure maximum performance.

Performance Tracking:

- Analyze and report on campaign performance (CTR, CPC, CPA, conversion rates, etc.).
- Use data insights to make informed decisions and improve future campaigns.

Ad Copy & Creative:

- Collaborate with the content and design teams to develop compelling ad copy and creative assets.
- A/B test different ad copy and landing pages to maximize performance.

Budget Management:

- Allocate and manage SEM budgets across different platforms to ensure efficient use of resources and budget targets.
- Work with finance and marketing teams to track campaign spend and forecast future expenses.

Trend Analysis & Competitor Insights:

- Stay updated on SEM trends, algorithm changes, and new platform features.
- Conduct competitor analysis to benchmark performance and identify new opportunities.

Collaboration:

- Collaborate with the SEO, analytics, and broader marketing team to align paid and organic strategies.
- Work closely with clients or internal stakeholders to communicate strategy and results.

Required Skills & Qualifications:

- Bachelor's degree in Marketing, Business, or a related field.
- Proven experience as an SEM Manager or similar role (3+ years).
- Proficiency in Google Ads, Bing Ads, Google Analytics, and other relevant SEM tools.
- Strong understanding of bid management tools (e.g., Marin, Kenshoo) and PPC automation.
- Experience with performance analysis and A/B testing.
- Analytical mindset with excellent problem-solving skills.
- Ability to manage multiple campaigns and tasks in a fast-paced environment.
- Excellent communication skills for reporting and collaboration.

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