



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 Analyst

Education qualification: BCA/MCA/B.Tech./M.Tech./B.SC.IT/BE Computer

Company website: www.medianv.com

Responsibilities:

Campaign Strategy and Planning:

- Develop comprehensive SEM strategies aligned with business goals.
- Conduct keyword research and competitor analysis to identify opportunities.
- Set campaign objectives, budgets, and timelines.

Campaign Setup and Execution:

- Create, manage, and optimize paid search campaigns on platforms like Google Ads and Bing Ads.
- Write compelling ad copy and create relevant landing pages.
- Implement tracking mechanisms for accurate performance measurement.

Keyword Management:

- Proficiency in conducting keyword research using tools like Google Keyword Planner, Ubersuggest, SEMrush, or Moz.
- Regularly update and refine keyword lists based on performance data.
- Monitor and adjust bidding strategies to maximize ROI.

Ad Copy and Creative Testing:

- Develop and test various ad creatives to improve click-through rates.
- Analyze A/B test results and implement changes accordingly.

Conversion Tracking and Analytics:

- Implement conversion tracking mechanisms with Google Tag manager and utilize web analytics tools (e.g., Google Analytics) to measure campaign performance and provide insights.

Data Analysis and Reporting:

- Analyze campaign performance data using tools like Google Ads and Analytics.
- Generate regular reports highlighting key metrics, trends, and insights.
- Provide actionable recommendations based on data analysis.

Budget Management:

- Monitor and manage campaign budgets effectively.
- Optimize spending to achieve the best possible results within budget constraints.

Competitor Analysis:

- Stay informed about industry trends and changes in search engine algorithms.
- Conduct competitive analysis to identify opportunities and threats to fill the bridge gap.

Collaboration:

- Work closely with other marketing teams, such as SEO and content marketing, to ensure cohesive strategies.
- Collaborate with designers and developers to create effective landing pages.

Qualifications:

- Bachelor's degree in Marketing, Business, or a related field.
- Proven experience in managing paid search campaigns.
- Google Ads Search Certification is mandatory and Bing Ads certification is a plus.
- Strong analytical skills with proficiency in data analysis tools.
- Excellent communication and collaboration skills.
- Detail-oriented and capable of managing multiple tasks simultaneously.
- Stay updated on industry trends and best practices.

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 outings 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