

Amazon PPC Manager (In Fashion)

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Company: Redox Fashion London

Location: , , Pakistan

Category: sales-and-related

Job description

Red Ox Fashion is a UK-based fashion clothing brand seeking a highly experienced PPC manager to join its dynamic team. We're looking for people who know how to provide strategy around PPC campaigns for our brand.

As the business grows, an exciting opportunity has arisen for a talented Amazon PPC Manager with Amazon experience (of course) who can work across a variety of business brands. Territories include the UK and EU with scope for further expansion.

What you'll be doing:

Budget planning, monitoring and day to day management of PPC accounts through keywords, negatives & ads optimization, A/B testing & data analysis. Maintain and monitor keyword bids, budget caps, impression share, and quality score Knowledge of a variety of software to help implement strategy and to monitor and optimize the campaigns Track KPIs to assess performance, highlight issues, provide oversight, and work closely with the broader e-commerce team to deliver success Monitoring and forecasting account budgets and monthly spending to deliver an excellent balance of ROI & ROAS Creation and optimisation of engaging campaigns and advertising strategies Edit and review ad campaign copy and text to ensure it delivers the maximum ROI Proactive in seeking out new opportunities for growth through PPC Keep up to date with the latest developments and trends across PPC and Paid Media We would love to meet someone with:

Minimum 4-5 years of experience in managing Amazon PPC campaigns Strong analytical

skills with experience using MS Excel
Experience of working with a bid management platform
Fluency in English language
You'll be able to demonstrate:

Have experience working in Amazon PPC, within either branded, agency, or aggregator environment
Have Extensive knowledge of paid advertising, specifically Amazon Pay Per Click (PPC) advertising. e.g. Amazon Ads
Can-do attitude, willingness to get stuck in and make things happen
Have Great communication skills with fluent English, excellent verbal and written communication skills
Familiar with the levers for improving Amazon metrics of interest, e.g., cost per click (CPC), return on ad spend (ROAS), conversion rate, and click-through rate (CTR)
Analytical in nature and thrive on driving performance and optimisation
Happy to work both within a team and independently
Enjoys the variety of working across different platforms and territories
Experience with CRO/Split testing
Ability to plan and execute strategies that align with the account's goals and objectives
A methodical approach to tracking data (reporting)
An effective communicator with critical thinking and strong problem-solving skills
A service-oriented and customer-focused mindset
Self-disciplined and highly motivated by a deeper purpose
Proficiency in Asana, Slack, Excel, Google Office, Helium10.

Employment Type Full-time

Industry Apparel & Fashion

Location: Only the Karachi base is available for this position.

Job Type: Full-time

Salary: Rs125,000.00 - Rs175,000.00 per month

Ability to commute/relocate:

Karachi: Reliably commute or planning to relocate before starting work (Required)
Education:

Bachelor's (Preferred)
Experience:

Digital Marketing: 3 years (Preferred)
Planning & Strategy: 3 years (Preferred)
Amazon

Paid Ads: 5 years (Preferred)
Language:

English (Preferred)

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Generated on: 2024-05-04 by Expertini.Com