

## Paid Ads Marketer

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Company: Boo

Location: Pakistan

Category: business-and-financial-operations

Boo is the app for connecting with compatible and like-minded souls. Date, chat, make friends, and meet new people by personality.

### The Role

#### Company Overview:

Boo is a personality-based social/dating app that allows you to deeply understand anyone and connect with people who intuitively understand you. The Role: Paid Ads Marketer-Remote

### The Role: Paid Ads Marketer- Remote

#### Job Description:

The Paid Ads Marketer will be responsible for managing, creating, and optimizing online advertisements using various paid advertising platforms (e.g. Google Ads, Facebook Ads, etc.) They will identify target audiences, set up and monitor campaigns, and provide reports on campaign performance. Additionally, the candidate will collaborate with cross-functional teams to ensure campaigns align with marketing strategies, help drive revenue growth, and improve customer engagement.

#### Responsibilities:

Improve upon paid social media processes and innovation of new strategies and techniques.

Own strategy and execution for your channel for each of your clients in an effort to hit or surpass client goals

Communicate effectively with your team and the clients, staying accountable, highlighting wins and losses.

Manage social media advertising campaigns including building campaigns from scratch, optimizing and making daily adjustments as necessary.

Understanding of basic marketing funnel and where each channel plays role

## **Ideal Profile**

### **Qualifications:**

Previous working experience as Paid Ads Marketer or related to this role

A proven track record of successful marketing campaigns

In-depth knowledge of the various paid marketing channels and technologies, including paid search, retargeting, social network advertising (Facebook, Twitter, LinkedIn, Pinterest, and more), and content distribution and placement networks

Hands-on experience in handling marketing budgets and forecasting/reporting results

Preferably with experience in: - Web paid acquisition, landing page optimization - Paid ads analytics - Display network ads (DSPs)

### **What's on Offer?**

Strong opportunities to progress your career

Flexible working options

Opportunity within a company with a solid track record of performance

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