

PPC Specialist

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Company: IT Republican

Location: Karachi

Category: other-general

We have an immediate opening for an internet savvy and energetic team player who is a creative and proactive thinker to plan, manage and optimize successful PPC (pay per click) marketing campaigns. We are searching for a talented, creative individual with at least 12 months experience with paid search advertising to join our team. Your responsibilities may include: Create, categorize and refine keyword lists to create a comprehensive campaign that drives qualified visitors to client sites.

Implement successful bidding strategies and effective keyword management.

Continually monitor, revise, and optimize ad text as necessary.

Analyze and assess the performance of campaigns and translate quantitative and qualitative data into recommendations and plans for revising the campaign strategy.

Communicate regularly with clients on status, timeline, budget, deliverables, performance reporting, and competitive intelligence analysis.

Performing other duties as assigned. Job Specification Analytical and problem-solving skills to find solutions to various PPC advertising problems and prioritize work.

Self-starter with can-do attitude and strong work ethic.

Excellent phone ability; extreme internet and e-mail proficiency.

Strong knowledge of business and an excellent command of the English language, both oral and written.

Proficiency with Microsoft Windows 7 and Microsoft Office Suite.

Information Technology and Services - Karachi, Pakistan

#J-18808-Ljbffr

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