

## SEM (PPC) Specialist

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Company: PremierBPO

Location: Lahore

Category: other-general

Premier BPO is a Business Process Outsourcing company. Premier BPO combines technology, people and customer needs to produce a synergistic blend of customized solutions: Call Centres, Back Office Processes, Customer Care, IT Services, and Technical Support. Our outsourcing solutions are jointly conceived and seamlessly integrated with the customer's practices. The new end-to-end process delivers cost savings, enhanced customer satisfaction, metrics, reports, and analytics. We also provide marketing and sales support capabilities to our customers so they can capture a larger pie of their target market.

**Responsibilities:** Develop and implement SEM strategies for a healthcare client, using paid advertising across various platforms such as Google, Facebook, LinkedIn, etc. Conduct keyword research and audience targeting specific to the healthcare industry, to inform ad copy and targeting strategies. Create and manage ad campaigns, ad groups, and ad copies, ensuring all ad content meets healthcare industry standards and regulations. Analyze campaign performance and adjust bidding strategies and targeting to maximize ROI. Stay up-to-date with emerging trends and best practices in SEM, paid advertising, and the healthcare industry. Ability to create, analyze, and optimize conversion tracking.

**Requirements:** 4 – 5 years of experience in SEM and paid advertising, with a proven track record of driving results for healthcare clients. Strong understanding of PPC advertising, ad copy, keyword research, and targeting strategies in the healthcare industry. Experience with SEM tools such as Google Ads, Facebook Ads, LinkedIn Ads, etc. Excellent communication skills, with the ability to work independently and collaboratively. Prior BPO and American market experience is preferred.

**Skills:** Positive attitude and focus on customer service with excellent communication

skillsAbility to work in a fast-paced environment – juggling shifting and even conflicting prioritiesGreat analytical skillset (excel expert)Ability to work independentlyCreative skills for contributing new and innovative ideasStrong team skillsWhat we offer:Market competitive salaryLearning & DevelopmentProvident FundEOBIMedical Coverage (IPD)Life Insurance #J-18808-Ljbffr

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