



Email: grow@ecommasters.in
Visit Us: www.ecommasters.in

Job Title	Google PPC Ads Specialist
Function	Marketing
Education	MBA/Diploma in Digital Marketing
Experience	4-5 yrs Digital Marketing experience post MBA, Ecommerce is Plus
Location	WFH (should be open to relocate)

Company Overview

EcomMasters was founded by a team of IIT-IIM marketing professionals, with a vision to propel growth for D2C brands & established offline brands. We are passionate about driving consistent ecommerce sales for our clients across multiple platforms. We work with brands as experts to build a bespoke integrated ecommerce marketing funnel, thereby delivering great ROIs across brand websites as well as marketplaces like Amazon and Flipkart.

Job Description:

EcomMasters is looking for a seasoned Google Marketing Platform expert who will be leading all types of PPC campaigns. The candidate will directly report to founders and will be the Subject Matter Expert to the organisation for all Google products & services for marketing.

Responsibilities

- Be responsible for planning, execution and optimization of all paid media programs such as paid search, programmatic, native advertising, and paid social campaigns
- Perform daily account management of pay per click accounts - Managing agency-client relationships, day-to-day activities, as well as campaign budgets and schedules.
- Drive initiatives on funnel building at all different stages of users journey from awareness to activation to revenue to retention.
- Ability to work in a fast-paced environment that changes rapidly.
- Proficiently doing all the execution from keywords research, account structuring/restructuring, campaign creation, ad-copy ideas, creative suggestions, deciding best bid strategies, run A/B experiments, etc. as per Google's best practices.
- Complete ownership of SEM, SMM, Display Marketing & YT channels, responsible for achieving short time as well as longtime goals.
- Efficiently use Google analytics, and other analytics tools to find out the new insights about the account regularly.
- Liaise with Google team regularly and pro-actively use the latest launched Google features in the account to build additional efficiency.
- Strong analytical skills with the proven experience of delivering efficient scale.
- Very good communication, interpersonal, and team collaboration skills.

Preferred Experience

- 4+ years of work experience in Advanced Digital Marketing
- Hands-on experience with all the Google Marketing Platform products along with 360 product suite
- Hands-on experience with Google Ads Editor is plus
- Should have run campaigns for top brands with minimum ad spend of 10L.

Why join us?

- If you have the aspiration to grow and develop as a leader in parallel to a multifold growth rate of a start-up then you should join us.
- If you wish to be a part of core group working directly with founders from IIT/IIM, then this is the perfect opportunity for you
- If you like challenging assignments and deliver a strong ROAS for clients irrespective of their industry, then you should consider this assignment.

Contact

Send your CVs to : grow@ecommasters.in