

<https://lnsel.com/job/ppc-manager/>

PPC Manager

Description

- Develop and execute PPC strategies to meet performance KPIs and business goals.
- Manage accounts across Google Ads, Bing, Meta (Facebook/Instagram), LinkedIn, and other platforms.
- Conduct keyword research, audience targeting, A/B testing, and campaign optimizations.
- Write compelling ad copy and collaborate with designers for creative assets.
- Monitor, analyze, and report on campaign performance using tools like Google Analytics, Google Ads, and Data Studio.
- Stay current with PPC trends, algorithm updates, and industry best practices.
- Track budget and ensure campaigns deliver within allocated spend.
- Work closely with SEO, content, and sales teams to align marketing efforts.
- Identify opportunities for growth and scale successful campaigns.
- Handling the team members and distribute the project with the team members.

Responsibilities

- Experience in e-commerce, SaaS, or lead-generation environments.
- Familiarity with programmatic advertising or remarketing strategies.
- Working knowledge of SEO and how it integrates with paid search.
- Excellent communication, project management, and multitasking skills.

Qualifications

- Bachelor's degree in Marketing, Business, or a related field.
- 7+ years of hands-on experience managing PPC campaigns.
- Proven track record of improving ROI through strategic PPC management.
- Expertise in Google Ads, Meta Ads, and other platforms.
- Strong analytical skills and experience with performance metrics.
- Proficiency in Google Analytics, Google Tag Manager, and reporting tools.
- Experience with landing page optimization and conversion tracking.
- Google Ads certification is a plus.

Job Benefits

Candidates from Kolkata or nearby areas are preferred.

Interested candidates share your CVs to hrm@lnsel.com or Whatsapp 8100875471 or contact :9903986256 / 03340695179

Hiring organization

LNSEL

Employment Type

Full-time

Industry

DIGITAL MARKETING

Job Location

Sec v , Kolkata

Date posted

18/06/2025