

COE – Biddable Account Executive

Description

We're looking for an enthusiastic and driven Biddable Account Executive – Performance Marketing to join our team of digital marketing specialists. Our ideal candidate would be a proactive problem solver who is comfortable thinking on their feet and taking ownership of digital campaign builds, activation and optimization from day one.

Responsibilities

The role is fast-paced and offers a blend of campaign activation and analytical skills across different Paid Media channels, specifically, Paid Social, Display, Video, Native and more, so no day is the same. Paid Search/PPC is a plus. Your responsibilities as a Performance Marketing Executive will include:

- Building paid media campaigns on platforms such as Google Ads, Facebook Business Manager, DV360, and LinkedIn, including ad copywriting
- Creating and executing Paid Media campaign optimization plans
- Analyzing and reporting on campaign performance using tools such as Google Analytics, Google Looker Studio, and Excel
- Identifying opportunities to develop and grow our clients' Paid Media activity via keyword, audience and market research
- Writing client reports and preparing PowerPoint presentations to showcase our work and results to clients

Qualifications

What we're looking for

- You understand the principles and techniques of online marketing via Paid/Biddable media.
- You have prior experience running Paid Social, Paid Social and Display & Video campaigns.
- Must be knowledgeable of and comfortable using Google Ads, Google Ads Editor, Facebook Business Manager, LinkedIn Campaign Manager, and Google Analytics.
- You have strong attention to detail and can independently execute flawless campaign builds and optimizations'.
- Must be advanced Microsoft Excel user, knowing how to work with large datasets, write nested formulas, plot and draw insights from pivot tables and vlookups.
- Must be confident Microsoft PowerPoint user, being able to efficiently build slides that help translate performance data into stories easy for clients to understand.
- You have experience using DSPs to buy media – E.g. DV360 or The Trade Desk.
- You have business acumen and understand key principles of demand generation.

Hiring organization

PulseHRM

Employment Type

Full-time

Job Location

Gurgaon, Haryana

Date posted

August 1, 2024

Valid through

01.09.2024

- You understand the right mix of KPIs to drive brand's business and marketing objectives – e.g. Awareness through to Direct Response.
- You're knowledgeable of paid media targeting capabilities to reach different audiences.
- You are comfortable analyzing performance data, have a solid understanding of the interplay between digital media metrics and are capable of drawing recommendations for campaign optimization.
- You use data to inform your decisions and make optimizations'.
- You enjoy working with others, are open to feedback, listen actively and communicate efficiently.
- You're proactive in identifying solutions to challenges rather than simply report problems.
- You have a growth mindset and are eager to learn and thrive in a fast-paced environment.
- You are able to prioritise tasks and manage your workload.
- You are a fast learner and stay up to date with the latest industry trends and developments.