

United States Jobs Expertini®

PPC Manager

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Company: Real Essentials

Location: New York

Category: other-general

This person will manage a portion of our company's amazon advertising portfolios. They will be responsible for setting up campaigns, determining high-value keywords, setting bids and budgets, and analyzing the data daily to optimize and evolve the advertising strategy. Your analysis and recommendations will help make our marketing strategies more impactful and effective.

Responsibilities

Conduct Advertising campaign research and analysis related to competitive landscape, market trends, and business development

Develop keywords lists for campaigns

Uncover insights and make recommendations based off of this analysis and research

Distill complex marketing analysis into clear, simple presentations

Track, analyze, and report advertising initiatives

Optimize bids, budgets, campaign types within a portfolio to drive sales growth and optimize ad spend

Qualifications

1-2 years' experience holding an analytical role

Bachelor's degree or equivalent experience

Advertising or PPC experience preferred

Amazon experience preferred

Strong analytical skills & an ability to make sense of large sets of data

Proficient in Microsoft Office Suite

Must be organized, driven and reliable

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