

United States Jobs Expertini®

PPC & Paid Social Manager

[Apply Now](#)

Company: PPA Tour

Location: Dallas

Category: other-general

Description:

As the PPC & Paid Social Manager, you will play a crucial role in driving our digital marketing strategy through paid advertising channels. You will be responsible for developing, implementing, and optimizing Paid Media campaigns across various platforms to maximize ROI and achieve business objectives. This role offers an exciting opportunity to take ownership of the Paid Media functions and contribute to overall digital marketing strategies.

Key Responsibilities:

Strategy Development: Develop and execute comprehensive Paid Media strategies aligned with overall marketing goals, considering target audience, competitive landscape, and industry trends.

Campaign Management: Oversee end-to-end management of Paid Media campaigns, including keyword research, ad creation, copywriting, bid management, and A/B testing to optimize performance.

Budget Management: Manage and optimize budgets effectively, ensuring efficient allocation of resources to achieve maximum ROI.

Analytics and Reporting: Utilize analytics tools to monitor campaign performance KPI's, generate insightful reports, and make data-driven recommendations for continuous improvement.

Ad Platform Expertise: Stay abreast of updates and changes in PPC platforms (Google Ads, Bing Ads, Meta, Tiktok,, etc.) and implement best practices to stay ahead in the competitive landscape.

Collaboration: Collaborate with cross-functional teams, including SEO, content, and design, to ensure integrated and cohesive digital marketing strategies.

Testing and Experimentation: Implement and manage A/B testing and experimentation to identify opportunities for improvement and innovation.

Must know how to accurately set up tracking through pixels and API integration

Qualifications:

Minimum of 4+ years of hands-on experience in managing PPC & Paid Social campaigns, with a successful track record of optimizing campaigns, driving conversions, and achieving business goals.

Must have experience running paid ads for e-commerce platforms.

Must have experience managing and optimizing large PPC budgets.

Strong analytical and data interpretation skills, with proficiency in Google Analytics, AdWords, and other relevant tools.

A creative and innovative mindset with a knack for staying ahead of industry trends.

Excellent communication skills, with the ability to convey complex PPC strategies and results to diverse stakeholders.

Relevant certifications in PPC and digital marketing are a plus.

[Apply Now](#)

Cross References and Citations:

1. PPC & Paid Social Manager Nutritionist jobs Jobs Dallas Nutritionist jobs ↗
2. PPC & Paid Social Manager Economic jobs Jobs Dallas Economic jobs ↗
3. PPC & Paid Social Manager Rome jobs Jobs Dallas Rome jobs ↗
4. PPC & Paid Social Manager Portugal jobs Jobs Dallas Portugal jobs ↗
5. PPC & Paid Social Manager Greece jobs Jobs Dallas Greece jobs ↗
6. PPC & Paid Social Manager Free-job-alerts Jobs Dallas Free-job-alerts ↗
7. PPC & Paid Social Manager Brazil jobs Jobs Dallas Brazil jobs ↗
8. PPC & Paid Social Manager Search London jobs Jobs Dallas Search London jobs ↗
9. PPC & Paid Social Manager Customer service jobs Jobs Dallas Customer service jobs ↗
10. PPC & Paid Social Manager Madinah jobs Jobs Dallas Madinah jobs ↗
11. PPC & Paid Social Manager Europe job career Jobs Dallas Europe job career ↗
12. PPC & Paid Social Manager Search nz jobs Jobs Dallas Search nz jobs ↗
13. PPC & Paid Social Manager Data security jobs Jobs Dallas Data security jobs ↗
14. PPC & Paid Social Manager Search nz jobs Jobs Dallas Search nz jobs ↗
15. PPC & Paid Social Manager The jobs near me Jobs Dallas The jobs near me ↗
16. PPC & Paid Social Manager Web developer jobs Jobs Dallas Web developer jobs ↗
17. PPC & Paid Social Manager Microbiologist jobs Jobs Dallas Microbiologist jobs ↗
18. PPC & Paid Social Manager Search American jobs Jobs Dallas Search American jobs ↗
19. Ppc & paid social manager Jobs Dallas ↗
20. AMP Version of Ppc & paid social manager ↗
21. Ppc & paid social manager Dallas Jobs ↗
22. Ppc & paid social manager Jobs Dallas ↗
23. Ppc & paid social manager Job Search ↗
24. Ppc & paid social manager Search ↗
25. Ppc & paid social manager Find Jobs ↗

Source <https://us.expertini.com/jobs/job/ppc-paid-social-manager-dallas-ppa-tour-10440-3891/>