

## PPC Specialist

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Company: FatCat Strategies

Location: Raleigh, North Carolina

Category: other-general

We are looking for an experienced PPC (Pay-Per-Click) Strategist to join our growing team of marketers.

As an experienced PPC Strategist, you will be responsible for developing and implementing advanced PPC campaigns across various digital platforms, including Google Ads, Bing Ads, and social media platforms. Your role will be pivotal in driving traffic, increasing conversions, and achieving the ROI goals for our diverse client portfolio. You will work closely with cross-functional teams to ensure campaigns are aligned with overall marketing strategies.

Responsibilities:

Develop, execute, and manage PPC campaigns, including keyword research, campaign setup, monitoring, optimization, and reporting.

Analyze performance data and provide insights to improve campaign performance continuously.

Stay up-to-date with PPC and SEM trends, tools, and best practices to drive successful campaign strategies.

Collaborate with the creative and content teams to ensure ad copy and landing pages are optimized for conversion.

Manage budgets efficiently to maximize ROI and meet KPIs.

Provide detailed reports and insights to clients and internal stakeholders on campaign performance, including recommendations for future strategies.

Conduct A/B testing to optimize campaign performance and conversion rates.

Work closely with the SEO team to ensure a cohesive digital marketing strategy.

## Qualifications:

Minimum of 3 years of experience in PPC campaign management across multiple platforms.

In-depth knowledge of Google Ads, Bing Ads, and social media advertising platforms.

Proven track record of creating and managing successful PPC campaigns with a strong ROI.

Strong analytical skills, with the ability to interpret data, identify trends, and make data-driven decisions.

Excellent communication and presentation skills, with the ability to explain complex concepts to clients and team members.

Experience with PPC management tools (e.g., SEMRush, Google Analytics) and proficiency in Excel/Google Sheets.

Ability to work in a fast-paced environment and manage multiple projects simultaneously.

## About FatCat Strategies:

FatCat Strategies is a Raleigh-based full-service marketing agency specializing in home improvement companies. For over 15 years, we've helped our clients achieve their marketing goals and control costs at the same time. We typically work with clients for years, not months, meaning you'll be able to see the direct impact your work has on client success. The culture is casual and supportive. We are all invested in helping our clients reach their marketing goals and helping each other succeed.

## Benefits

Group health insurance plan

Simple IRA + matching contributions

PTO + company holidays

A flexible schedule that includes some work-from-home options

Continuing education stipend

Performance-based bonuses

Salary Range: \$60k-\$80k, based on experience.

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#### Cross References and Citations:

1. [PPC SpecialistEconomicjobs Jobs Raleigh, North Carolina Economicjobs ↗](#)
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3. [PPC SpecialistSearchenginejoblistings Jobs Raleigh, North Carolina Searchenginejoblistings ↗](#)
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