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PPC Specialist

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Company: FatCat Strategies

Location: Raleigh, North Carolina

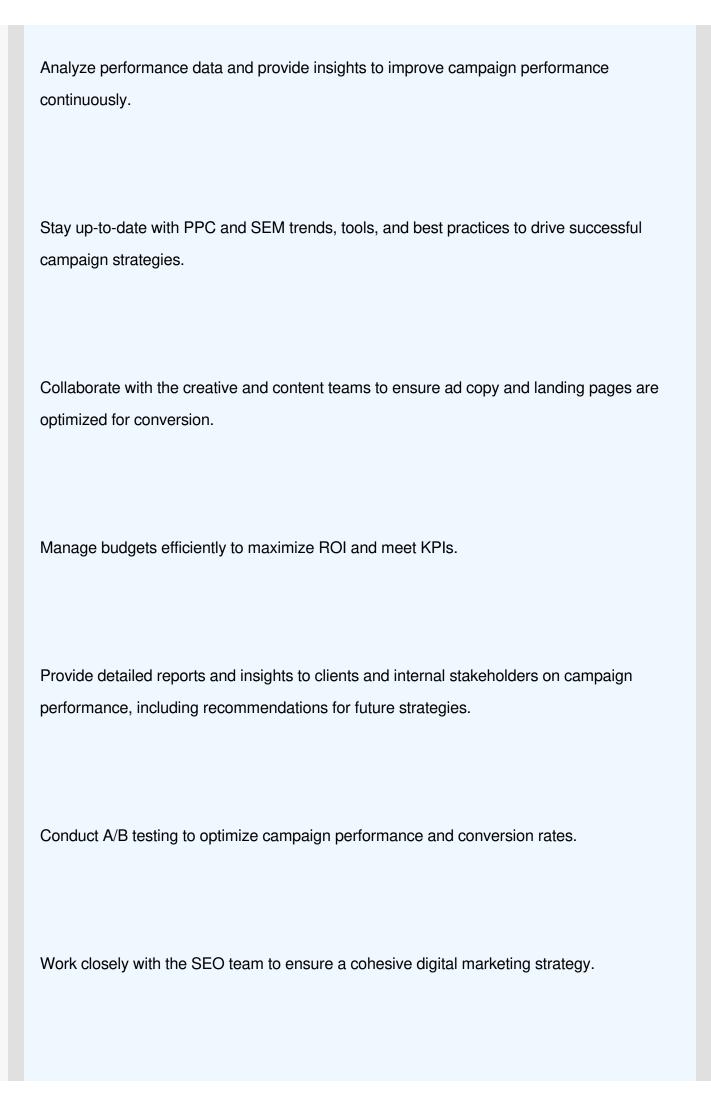
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We are looking for an experienced PPC (Pay-Per-Click) Strategist to join our growing team of marketers.

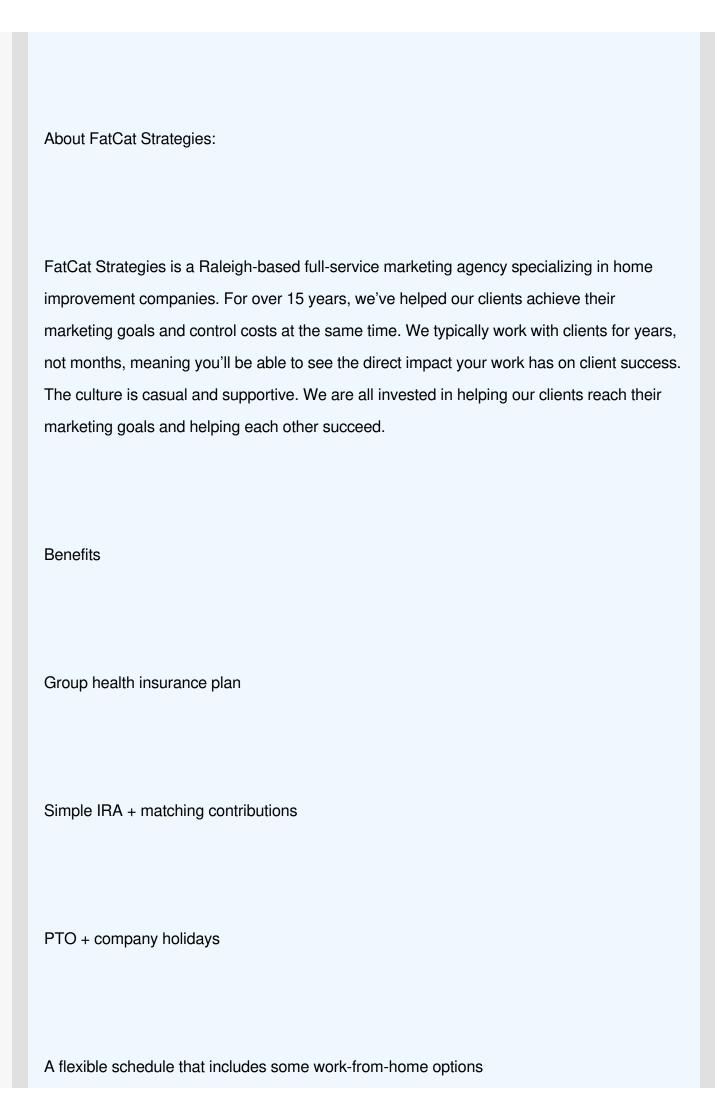
As an experienced PPC Strategist, you will be responsible for developing and implementing advanced PPC campaigns across various digital platforms, including Google Ads, Bing Ads, and social media platforms. Your role will be pivotal in driving traffic, increasing conversions, and achieving the ROI goals for our diverse client portfolio. You will work closely with crossfunctional 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.



| Qualifications: |
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| 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. |



Continuing education stipend Performance-based bonuses Salary Range: \$60k-\$80k, based on experience. **Apply Now Cross References and Citations:** 1. PPC SpecialistEconomicjobs Jobs Raleigh, North Carolina Economicjobs /

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