



Ваш надежный помощник

PPC specialist (Google Ads & FB)

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января

Компания: [Introserv](https://jobs.ua/company/id/1629993) (<https://jobs.ua/company/id/1629993>) ([Все вакансии](#))

Рубрики: [IT, WEB специалисты](#), [Реклама, маркетинг, PR](#)

Пожелания к сотруднику

Образование: не имеет значения
Опыт работы: от двух лет
График работы: удаленная работа

Описание вакансии

Responsibilities:

- Implement effective PPC strategies across various advertising platforms, with a focus on Google Ads and Facebook Ads;
- Test new offers and audiences to identify opportunities to improve campaign performance and drive relevant traffic;
- Optimise campaign performance, budget allocation, and bid management;
- Conduct A/B testing;
- Collaborate with the team;
- Weekly and monthly reporting on the implementation of KPIs.

We are looking for:

- At least 2 years of experience;
- Available proven cases;
- Understanding of basic metrics: conversions, ROI, CTR, CPC, CPM, CPA, CPL;
- Pre-intermediate+ level of English language skills;
- Creative thinking.

What we offer:

Payment linked to the result;
Remote work.

Контактная информация

Контактное лицо: RobertGor