



<http://www.beingdigitalz.com/>

502, Palm Springs, Near Infinity Mall, Link Road, Malad (West), Mumbai 400064

Company Profile:

[Being Digitalz](#) is a digital agency based in Mumbai, India. We simply are a bunch of enthusiastic digital-heads, who by a dint of our digitally laboured years and a heady passion for everything digital just happen to know the right magical formula to maximise your ROI in the digital advertising realm.

Being Digitalz, in its essence, is made of passionate search marketers, business brains, innovative designers, web developers, and advertising junkies who have been on both sides of the advertising world. With our digital proficiency in domains of Website Development, SEO (Inbound marketing), SEM (Google AdWords / PPC), Email marketing, ORM, and Social Media Advertising with Facebook, Twitter, and YouTube advertising, you can rest assured of your brands reaching out to the right customers across the right touchpoints.

We are looking for an experienced **Performance Manager – Paid Media**, who shares our passion and drive, to join our team and open the doors to new fantastic opportunities that will allow us to take the business to the next level.

This is the perfect opportunity for someone who is excited by the prospect of growing with the agency in a friendly environment and having a key role in the process.

Experience: 5+ Years

Job Responsibilities:

As a **Performance Manager – Paid Media** at Being Digitalz, we expect you to undertake all roles and responsibilities set out in the job description. The company may change your responsibilities from time to time, you would be informed prior to the changes.

As Performance Manager – Paid Media you will be responsible for following duties:

- Executing tests, collecting and analyzing data, identifying trends and insights in order to achieve maximum ROI in paid search campaigns
- Tracking, reporting and analyzing website analytics, pay-per-click (PPC) initiatives and campaigns
- Managing campaign expenses, staying on budget, estimating monthly costs and reconciling discrepancies
- Optimize copy and landing pages for paid search engine marketing campaigns
- Perform ongoing paid keyword discovery, expansion and optimization
- Research and analyze competitor advertising links
- Identifying and understanding target audiences
- Determining the most effective media mix to display ads
- Coordinating, monitoring and evaluating media campaigns and strategies
- Optimize ad campaigns according to geographic exposure, frequency, time spans and more
- Allocate budgets and monitor costs

- The most prominent role would be to lead the department
- Effective paid strategies for the purpose of driving optimal digital campaign performance and the provision of a competitive edge for the business in the marketplace
- Follow media trends of online and offline outlets (TV shows, magazines, blogs, radio programs)
- Evaluate the success of media strategies and campaigns

Requirements:

- Proven SEM experience and success managing PPC campaigns across Google, Yahoo and Bing
- Proven experience as a Media Planner; experience in digital media is preferred
- Well-versed in performance marketing, conversion, and online customer acquisition
- Up-to-date with the latest trends and best practices in search engine marketing
- In-depth experience with bid management tools (e.g., Click Equations, Marin, Kenshoo, Search Ignite)
- Experience with website analytics tools (e.g, Google Analytics, NetInsight, Omniture, WebTrends)
- Strong analytical skills and experience generating SEM reports
- Broad knowledge of media channels
- Familiarity with campaign evaluation metrics and media buying
- Excellent communication and teamwork skills
- An analytical mind with an aptitude for statistics and math
- Strong decision-making skills
- Familiarity with A/B and multivariate experiment
- Working knowledge of HTML, CSS, and JavaScript development and constraints
- BS/MS degree in Marketing or a quantitative, test-driven field

Salary: Based on talent and skills

Employment Type: Permanent Job, Full Time

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