

Sr. SEM Executive – Digital Marketing

We are looking for an SEM expert to manage all pay-per-click (PPC) marketing activities.

The Search Engine Marketing (SEM) Specialist will manage all paid search campaigns on Google and Paid Social Advertising, as well as other search and display marketing engines. A successful SEM Specialist will effectively manage the paid search budget and work with the other departments in order to maximize ROI, drive traffic, and customers.

Why work here?

At Being Digitalz, we promise to share the value of our experience. To keep pace with advances in digital customer experience, you need a partner who knows the landscape inside out. Someone who knows where they can deliver value and is honest enough to tell you where they can't.

We specialize in understanding where your customers are, what they're doing and why they're doing it. This means we can optimize your online marketing properties and work with you to enhance your customers' experience while delivering improved brand visibility in the right time, right place and in the right way.

We'll help in attracting new, relevant customers and delivering measurable and increased performance.

Responsibilities and Key Accountabilities

- Executing tests, collecting and analysing data, identifying trends and insights in order to achieve maximum ROI in paid search campaigns
- Tracking, reporting and analysing website analytics, pay-per-click (PPC) initiatives and campaigns
- Managing campaign expenses, staying on budget, estimating monthly costs and reconciling discrepancies
- Taking the overall ownership of the allocated accounts in term of initial research of Keywords and Targeting, Account setup, Ad writing, Campaign setup, Campaign Optimization, Campaign reports and Client and Internal Team Co-ordination
- Punctual and Disciplined towards the Work and Office Etiquettes

Education Required:

- The knowledge, skills and abilities typically acquired through the completion of a bachelor's degree program or equivalent degree in a field of study related to the job.
- Google Adwords Certified

Years of Relevant Work Experience: *Minimum 2 years*

Knowledge, Skills, Abilities and Competencies:

- Proven experience in managing PPC campaigns across Google, and Social Media Platforms
- Knowledge of performance marketing, conversion, and online customer acquisition
- Up-to-date with the latest trends and best practices in search engine marketing
- Experience with website analytics tools (e.g., Google Analytics)
- Strong analytical skills and experience generating SEM reports
- Familiarity with A/B and multivariate experiments
- Working knowledge of HTML, CSS, and JavaScript development and constraints
- Excellent ad writing skills

*If you are interested, please email your resume at hr@beingdigitalz.com