Performance Marketing Specialist (EXP: 02 – 04 Years)

Description
Join our dynamic team as a Performance Marketing Specialist! You'll manage campaigns, analyze data, and develop creative strategies on platforms like Google Ads and Meta Ads, contributing to the success of our digital marketing efforts.

Roles and Responsibilities

1. Plan and implement performance marketing campaigns across platforms like Google Ads, Meta (Facebook & Instagram) Ads, LinkedIn, and other relevant channels.
2. Monitor and analyze campaign performance to ensure KPIs and ROI targets are met.
3. Conduct A/B testing on creatives, ad formats, and landing pages to optimize conversion rates.
4. Allocate and manage campaign budgets effectively for cost-efficient advertising.
5. Forecast and track spending across multiple platforms.
6. Perform market research to identify new growth opportunities and refine target audience strategies.
7. Stay informed on industry trends, competitor strategies, and emerging channels.
8. Present campaign results, insights, and recommendations to senior management and stakeholders.

Skills and Requirements

1. Bachelor's degree
2. 2+ years of experience in performance marketing or digital advertising.
3. Proficiency in ad platforms like Google Ads, Meta Ads, and programmatic tools.
4. Strong analytical skills with expertise in Google Analytics, Excel, and data visualization tools.
5. Effective written and verbal communication skills.
6. Experience in audience targeting, campaign optimization, and budget management.

Education
Bachelor's Degree

Contacts
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Valid through
03.05.2025

Date posted
April 19, 2025

Hiring organization
GALTech Technologies Pvt. Ltd

Job Location
Infopark Thrissur Campus, 680308, Thrissur, Kerala, India

Employment Type
Full-time

Skills
Proficiency in ad platforms like Google Ads, Meta Ads, and expertise in Google Analytics, Excel, and data visualization tools.

Industry
Software Development

Base Salary
INR 30,000 - INR 55000

Working Hours
09.00 AM – 06.00 PM