



Position: PPC Account Manager

Employment Opportunity with Mrkt360

Mrkt360 is a full cycle digital marketing agency located in Vaughan, Ontario. We provide services in Google AdWords, SEO, SMM, and SEM. We are currently seeking an individual who is competent in building strategies and experiences that effectively connects brands to their online audience.

What are we looking for?

The PPC (pay per click) Manager is responsible for implementing Pay Per Click media strategies for small to large sized clients of various industries. The ideal candidate can quickly understand, manage, and support initiatives that will contribute to the goals and success of client campaigns.

- Manage, analyze and optimize Google and Bing Ad accounts
- Write effective ad copies that convert
- Communicate with clients regularly to discuss account performance and strategy
- Keyword research and analysis for current and prospective clients

Proficient Knowledge in:

- Google Ads
- Google Analytics
- Google Ads Editor
- Bing Ads

Who are you?

- Bachelors degree in Business and advertising is a great plus
- 2+ years experience working directly with B2C, B2B or eCommerce clients in the digital marketing space
- Minimum 2-3 years of related experience preferred

Job Type: Full-time