

Assistant Manager - Digital Marketing

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Company: Dot & Key Skincare

Location: west bengal

Category: other-general

Role: Assistant Manager- Digital Marketing

Dot & Key Skincare, Kolkata, West Bengal

Job Location- Kolkata

Work From Office

Responsibilities:

Manage Meta and Google Ads PPC campaigns to drive conversions on the D2C website

Plan, activate, track, monitor and optimize ad campaigns & its corresponding KPIs

Testing variations of ads to determine best performing ad

Liaise with external agencies to drive higher revenue from paid ads channels

Collaborate with internal teams & agencies to optimize key KPIs like CPM, CTRs, ROAS, CPC and Conversion Rate

Measure and optimize paid marketing using marketing analytics reports

Reporting of results of PPC campaigns at regular intervals

Managing and updating analytics mechanisms for continued data tracking

Should have managed budget of 30 Lakhs and above.

Minimum 3 years of relevant experience.

Job Qualifications and Skill Sets:

FB Blueprint certification, Google Ads & Google Analytics certification

A degree in digital marketing; MBA in digital marketing from premier B-schools preferred

In-depth knowledge of Meta Ads, Google Ads, Shopify dashboard, and Google Analytics

Competency with using MS-Excel and PowerPoint to present plans and reports

Strong written communication skills

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