

E-commerce Ad Manager

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Company: BigMuscles Nutrition

Location: new delhi

Category: other-general

Job Location: Faridabad.

No remote operations.

Company Description

BigMuscles Nutrition is India's leading food supplement brand based in New Delhi. Our vision is to facilitate smooth workouts that ensure effective results. We prioritise innovation, affordability, and top-notch quality in every product we manufacture. With a range of nutrition products including protein, gainers, amino, and wellness, our products undergo multiple security checks and adhere to all necessary guidelines. BigMuscles Nutrition products are the top sellers of the category on various E-commerce platforms.

Role Description

This is a full-time on-site role for an E-commerce Ad Manager at BigMuscles Nutrition in New Delhi. As an E-commerce Ad Manager, you will be responsible for managing and optimizing advertising campaigns on all e-commerce platforms specially Amazon. Your day-to-day tasks will include developing ad strategies, creating and monitoring ad campaigns, analyzing performance metrics, and driving sales through effective marketing and advertising strategies on various e-commerce platforms like Flipkart, Amazon etc.

Qualifications

E-commerce SEO.

Experience in marketing, and advertising on Amazon, Flipkart specially.

AMS knowledge & maintaining a healthy ACOS for the brand

Knowledge of e-commerce platforms and advertising tools

Maintaining relationships with various E commerce teams to enhance company portfolio & sales.

Experience in managing and optimising online advertising campaigns

Understanding of consumer behavior and market trends.

Qualification in marketing, business administration, or a related field

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