

PPC Expert

About Brulee

A fast-growing digital publishing company, established by online advertising veterans, focused at creating and managing premium publisher sites. Company office is in Yad-Hand at Emek-Hefer.

Job Brief

We are looking for a PPC Expert to administer our paid media accounts. You will be responsible for creating and managing campaigns across multiple platforms (Taboola, Facebook, Yahoo, and more) managing very large media budgets. You will establish and nurture our relationships with our supply partners and scale these relationships independently based on company goals.

This position has direct impact on the company's growth and requires a 'big-head' approach, and high availability & willingness to work outside official working hours, including evenings and weekends.

Remote work will be considered for highly independent and committed candidates.

Your Responsibilities

- Build, implement and lead our media buying strategy to align with business goals
- Set campaigns objectives and track user engagement and ROI
- Work around the clock, directly managing many campaigns across multiple platforms
- Create daily ROI reports
- Create campaigns ideas and supporting marketing materials to achieve campaigns goals
- Daily/hourly tracking and analyzing campaigns performance
- Learn and master new media buying platforms
- Work with our Social Media Manager to align with business objectives
- Suggest and implement new features to enhance the media buying performance
- Stay up to date with market trends and practices
- Collaborate with marketing team to ensure brand consistency
- Oversee social media accounts' design (e.g. Facebook timeline cover, profile pictures and blog layout)
- Stay up-to-date with current technologies and trends in media buying and marketing

Our Requirements

- Experienced managing budgets of hundreds of thousands / millions of dollars across multiple ppc sources with proven success – A Must
- Independent and Proactive attitude – initiate actions rather than follow requests – A must
- Analytic mind-set – A must
- Fast learner – A Must
- Multitasking skills
- High familiarity with desktop computer
- Very high level English
- Creative mind and Good copywriting skills
- Advantages (that can get you very far):
 - Knowledge of online marketing channels
 - Hands on experience in content marketing in specific

Think you are the right person?

Please send your CV to jobs@bruleemedia.com