

https://www.galtech.org/job/performance-marketing-specialist-exp-02-04-years-2-2

# 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.
- ${\it 3. Proficiency in ad platforms like Google Ads, Meta Ads, and programmatic tools.}\\$
- 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**

Email: hr@galtech.org Call: +91 6282845368

#### 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