

Paid Ads Marketer

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Company: Boo

Location: Vietnam

Category: business-and-financial-operations

Boo careers

Personality Social App

Boo is a personality-based social/dating app that allows you to deeply understand anyone and connect with people who intuitively understand you.

The Role

Responsibilities:

Improve upon paid social media processes and innovation of new strategies and techniques.

Own strategy and execution for your channel for each of your clients in an effort to hit or surpass client goals

Communicate effectively with your team and the clients, staying accountable, highlighting wins and losses.

Manage social media advertising campaigns including building campaigns from scratch, optimizing and making daily adjustments as necessary.

Understanding of basic marketing funnel and where each channel plays role

Ideal Profile

Qualifications:

Previous working experience as Paid Ads Marketer or related to this role

With at least more than 3 years experience

A proven track record of successful marketing campaigns

In-depth knowledge of the various paid marketing channels and technologies, including paid search, retargeting, social network advertising (Facebook, Twitter, LinkedIn, Pinterest, and more), and content distribution and placement networks

Hands-on experience in handling marketing budgets and forecasting/reporting results

What's on Offer?

Flexible working options

Opportunity to make a positive impact

Work alongside & learn from best in class talent

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