

**JOB TITLE:**

Remote PPC Marketing Specialist for Fun Creative Marketing Agency

Malibu based creative marketing agency Vivid Candi ([www.vividcandi.com](http://www.vividcandi.com)) is seeking someone who loves all things Pay Per Click (PPC), is experienced and wants to work remotely with a flexible schedule.

**Job Description:**

- Create advertising accounts for our clients on multiple PPC platforms including Google Ads, YouTube Ads, Facebook/Instagram Ads, Amazon Ads, LinkedIn Ads, TikTok Ads and more.
- Research and develop PPC campaigns including keyword research, conversion tracking setup and ad creation.
- Analyze client's historic marketing data on both PPC platforms and Google Analytics 4.
- Perform website audits to improve clients' websites for PPC Campaigns.
- Constantly monitor all active PPC campaigns and optimize them daily with negative keywords, audience bidding and more. Anything to generate a good conversion rate for our clients. Be an expert problem solver with an analytical mind to debug, test and find best PPC strategies for our clients.
- Brainstorm, design and develop creative marketing campaigns working with our team.
- Attend weekly internal marketing meetings via Zoom.
- Attend client meetings via Zoom and/or In Person (when possible) and have the ability to brainstorm and pitch strategic PPC marketing ideas at those meetings.
- Track PPC marketing KPI's and report them to clients.

**Job requirements:**

- 2+ years advertising/marketing/digital agency experience.
- First hand experience creating, managing and spending \$10k+ budgets on Google Ads platform and other platforms as well.
- Expert with Google Analytics 4 and understands how to read and review data greatly.
- Google tag manager experience.
- Certification on any PPC platform is a BIG PLUS, but not required.
- PPC specific web design experience on Wordpress, SquareSpace and Shopify setting up and optimizing landing pages, conversion tracking and more.
- Highly self organized and self disciplined.. Organization is efficiency and that is a key for success at our agency.
- Great team player and has fun doing the work and is passionate about it. Be open to team hikes, team dining, team trips and more over time.
- Bilingual English/Spanish speaking is a plus, but not required. Any additional languages are always also a plus.

Please reply with your resume and/or any case studies for consideration. Be open to meet via Zoom for an interview if selected.

**COMPENSATION:**

TBD based on experience and skill