

PPC Executive

Digital Marketing

Experience

2-4 yrs

Location

Phase 8B, Mohali - On-site

Openings

1 Position(s)

Current Status

Urgent Hiring

Job Type

Full-time

Job ID

#17

Job Description

We are looking for a performance-driven PPC Executive to manage and optimize Google Ads, Meta Ads and LinkedIn advertising campaigns for Makes360 clients across different industries.

Key Responsibilities

- Plan, launch & optimize PPC campaigns on Google, Meta & LinkedIn.
- Perform research, ad copywriting & audience targeting.
- Monitor budgets, bids, quality score and performance metrics.
- A/B test creatives, landing pages & ad variations.
- Prepare detailed performance reports & give optimization recommendations.
- Coordinate with content & design team for ad content.

Required Skills

Hands-on expertise in Google Ads, Meta Ads Manager, LinkedIn Campaign Manager.

Google Analytics, Tag Manager & conversion tracking.

Strong analytical skills & data-driven decision making.

Knowledge of remarketing, audience segmentation & smart bidding.

KPI & Performance Targets

- Cost per Lead/Acquisition optimization.
- ROAS & Conversion rate improvement.
- Campaign ROI growth.

Salary & Benefits

- ₹25,000 - ₹30,000 per month.
- Performance incentives + bonuses

Why Work With Us?

- Work on real client budgets.
- Direct mentorship from leadership.
- Fast career progression in performance marketing.
- Results-oriented & innovative culture.

Growth Path

- PPC Executive → Senior PPC Specialist → PPC Manager → Performance Marketing Head

Apply Now: Send your resume to hr@makes360.com with subject "Application for PPC Executive"

Visit us at: <https://www.makes360.com/careers>