

Google Ads Manager

Full Time New Delhi 3-4 Years Experience

We're looking for an experienced **Google Ads Manager** to plan, launch, and optimize Google Ads campaigns focused on lead generation, conversion growth, budget optimization, and maximizing return on advertising investment.

Key Skills We're Looking For

✓ Google Ads	✓ Campaign Optimization
✓ Conversion Tracking	✓ Performance Reporting

Roles & Responsibilities

- Plan, launch, and manage Google Ads campaigns across Search, Display, Shopping, and YouTube.
- Develop campaign strategies focused on lead generation and conversion growth for diverse clients.
- Conduct keyword research, audience targeting, and ad copywriting to maximize campaign relevance.
- Continuously optimize bids, budgets, and targeting to improve return on ad spend (ROAS).
- Set up and manage conversion tracking, Google Tag Manager, and analytics integrations.
- Monitor campaign performance and proactively identify opportunities for improvement.
- Prepare detailed performance reports and present insights and recommendations to clients.
- Stay current with Google Ads platform updates, betas, and industry best practices.

What We're Looking For

- 3-4 years of hands-on experience managing Google Ads campaigns, preferably in an agency environment.
- Proven track record of driving conversions and optimizing budgets for measurable ROI.
- Strong knowledge of conversion tracking, Google Tag Manager, and Google Analytics.
- Experience with Google Ads Editor, Performance Max, and Smart Bidding strategies.
- Excellent analytical skills with the ability to translate data into actionable insights.
- Strong client communication and reporting skills.
- Google Ads certification is a plus.

JOB TYPE Full Time	LOCATION New Delhi	EXPERIENCE 3-4 Years	OPENINGS 1 Position
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