

PPC Specialist (Peru)

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Company: 24 Hours Group

Location: Peru

Category: computer-and-mathematical

This is a remote position.

Responsibilities:

Develop and execute PPC campaigns across Google Ads, Facebook Ads, and Apple Ads to increase brand awareness, drive traffic, and generate leads and sales.

Analyze campaign performance and make data-driven decisions to optimize campaigns for maximum ROI.

Conduct keyword research, develop ad copy and creative, and manage bids to achieve campaign objectives.

Monitor and report on campaign performance, identifying opportunities for improvement and implementing changes as needed.

Collaborate with internal teams to ensure campaigns align with business objectives and brand messaging.

Stay up-to-date with the latest trends and best practices in PPC advertising to maintain a competitive edge.

Work Conditions:

Remote/ Permanent work from home

Pacific Time Zone

Weekly Payout

Requirements

Proven experience managing PPC campaigns across Google Ads and Facebook Ads.

Strong analytical skills with the ability to analyze data, identify trends, and make data-driven decisions.

Experience with keyword research, ad copywriting, bid management, and campaign optimization.

Excellent communication skills, with the ability to collaborate with cross-functional teams and stakeholders.

A strong understanding of PPC advertising best practices, industry trends, and emerging technologies.

Google Ads and Facebook Ads certification preferred.

Good English and Spanish communication skills (Bilingual).

Technical Requirements:

Minimum Technical Requirements



Power Backup

A reliable power backup that could sustain a minimum of 8 hours (full shift)

Examples: Generators// Solar Panels// Portable power inverters etc. (UPS is not enough)

Internet Backup (*Secondary internet*)

Jitter: below 10ms

Latency: below 160ms

Upload: minimum of 25mbps

Download: minimum of 25mbps

*Power and Internet Backup is **MUST**.*

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