



Paid Advertising Specialist Job Description

(Remote, Contract/Project-Based)

At Digital Marketing Maven & Associates, we are dedicated to driving business growth through innovative and effective marketing strategies. As a full-service agency, we deliver powerful digital solutions that help our clients reach their ideal audience and achieve their marketing goals. We're looking for an experienced Paid Advertising Specialist to join our team and create high-impact ad campaigns that drive traffic, engagement, and conversions. If you have a passion for digital advertising and a proven track record in managing successful paid campaigns, we want to hear from you!

Position Title: Paid Advertising Specialist

Location: Remote

Position Type: Contract/Project-Based

Salary: Competitive; based on experience

Why Join Us?

- **Flexible Work Environment:** Work remotely with a flexible schedule.
- **Creative Team:** Collaborate with a dynamic team that values innovation and professional development.
- **Impactful Work:** Develop and manage advertising campaigns that make a real difference for businesses.

Key Responsibilities:

- Plan, execute, and manage paid advertising campaigns across multiple platforms, including Google Ads, Facebook Ads, Instagram Ads, LinkedIn Ads, and other digital channels.
- Develop strategies to optimize ad spend, maximize ROI, and achieve client objectives.
- Conduct thorough keyword research, audience targeting, and competitor analysis to ensure effective campaign performance.
- Write compelling ad copy and create engaging visuals that align with brand messaging and objectives.
- Monitor and analyze campaign performance, using data to make informed adjustments and improvements.
- Perform A/B testing on ads to identify high-performing creative and strategies.
- Stay up to date with industry trends, platform updates, and best practices in paid advertising.

- Prepare and present detailed reports on campaign performance, insights, and recommendations to clients.
- Collaborate with internal teams, including content, design, and SEO, to ensure cohesive and effective marketing strategies.

Required Skills:

- Proven experience as a Paid Advertising Specialist or in a similar role, with a successful track record in managing paid ad campaigns.
- Strong knowledge of platforms like Google Ads, Facebook Ads Manager, LinkedIn Ads, and other digital ad platforms.
- Experience with tools such as Google Analytics, Google Tag Manager, and other analytics software.
- Proficiency in data analysis, with the ability to interpret data and make strategic decisions.
- Excellent written and verbal communication skills.
- Strong organizational skills and attention to detail.

Desired Characteristics:

- Results-driven with a passion for digital marketing and paid advertising.
- Creative thinker who can develop engaging and high-converting ad campaigns.
- Self-motivated and able to work both independently and as part of a team.
- Adaptable to a fast-paced environment and able to handle multiple projects simultaneously.
- Strong problem-solving skills and a proactive approach to learning and staying current with industry trends.

How to Apply:

Are you ready to create powerful ad campaigns that drive results? [Apply online here](#) by submitting your resume and a brief cover letter detailing your experience in paid advertising. We're excited to see how you can help our clients grow at Digital Marketing Maven & Associates!