

Social Kinnect

Designation:

Manager – Media Strategy

Eligibility:

Experience – 3-5 years

Job Profile/Description:

- ✓ Monitoring and Auditing Campaigns on Google Ads, Facebook, DV 360, Native Platforms, etc.
- ✓ Reporting campaign performance and identifying insights to drive incremental results.
- ✓ Negotiate with vendors shortlisted for brands, based on quality standards and budgets.
- ✓ Collaborating with Google, Facebook and other agency partners to drive best practices and beta testing.
- ✓ Drive conversations with clients in terms of expectations, budgets, timelines and deliverables.
- ✓ Expert level command over Google Ads, Facebook, DV 360, Native Platforms, etc.
- ✓ Exposure to multiple verticals like Ecommerce, BFSI, Realty, Travel, etc.
- ✓ Proficient at Google Analytics, Appsflyer, Similar web, Adobe solutions, etc.