

# Argentina Jobs Expertini®

## Paid Ads Marketing Expert (Fully Remote, Full-Time, Part-Time)

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Company: Uptalent.io

Location: Argentina

Category: business-and-financial-operations

Uptalent is a dynamic platform connecting businesses with highly-skilled remote professionals. Our mission is to empower companies and professionals to thrive in the remote work landscape.

We are expanding our network and seeking Paid Ads Marketing Experts to join Uptalent's network. As a Paid Ads Marketing Expert, you will be a crucial part of supporting our clients, driving successful digital marketing campaigns through paid advertising channels. This fully remote position requires a proactive and results-driven individual who excels in managing paid media strategies.

### **Responsibilities:**

#### **1 . Campaign Management:**

Plan, execute, and optimize paid advertising campaigns across various platforms.

Monitor and analyze campaign performance, adjusting strategies to maximize ROI.

### **Client Communication:**

Collaborate with clients to understand their business goals and develop tailored paid media strategies.

Provide regular updates and reports on campaign performance.

### **Ad Copy and Creative Development:**

Create compelling ad copy and visuals that align with client branding and goals.

Conduct A/B testing to refine ad creatives and improve campaign performance.

### **Budget Management:**

Set, manage, and optimize advertising budgets to achieve client objectives.

Identify opportunities for cost savings and efficiency improvements.

### **Data Analysis:**

Utilize analytics tools to extract actionable insights and recommend optimizations.

Stay updated on industry trends and emerging paid media platforms.

### **Requirements**

- 1 . Proven experience as a Paid Ads Marketing Expert or in a relevant digital marketing role.
- 2 . In-depth knowledge of advertising platforms such as Google Ads, Facebook Ads, and others.
- 3 . Strong analytical skills with the ability to interpret data and make strategic recommendations.
- 4 . Excellent written and verbal communication skills in English.
- 5 . Results-driven mindset with a focus on achieving client objectives.

### **Preferred Qualifications:**

- 1 . Google Ads and Facebook Blueprint certifications.
- 2 . Experience with e-commerce or B2B marketing.
- 3 . Familiarity with additional paid media channels beyond the major platforms.

### **How**

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