



**TECNIA INSTITUTE OF ADVANCED STUDIES**  
**GRADE "A" INSTITUTE**

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**Ref. No: TIAS/TP/Campus/Notice/2023-24/199**

**Date: 13.02.2024**

Dear All,

Please find an option for consideration. Interested candidates are required to register on the link latest by 14/02/2024.

**Link to Apply:-** <https://forms.gle/jq4Q7LCDFDr2zXLWA>

**Company Name:** King of Digital Marketing  
**Eligibility:** BAJMC-2023 & 2024 Pass out Batch  
**Profile:** PPC Management  
**Salary:** ₹15,000.00 - ₹20,000.00 per month  
**Job description**

King of Digital Marketing (Unit of Devweboic Tec. OPC Pvt Ltd ) is hiring an ideal candidate for PPC Management. The candidate should be responsible for setting up and optimization of Ads across key channels Primary platforms are Google Ads (All Campaigns), Facebook/Instagram, and LinkedIn secondary platforms.

Responsible for setting up and optimization of Ads across key channels of Google Ads, Facebook Ads Manager, Instagram, LinkedIn, etc.

Responsible for building social and paid search campaigns within the native platform as per specified instructions.

Technical Knowledge to Track Each Events in Paid Ads

Accountable for updating and optimising existing campaigns and monitoring their progress using conversion code.

Create marketing strategies that focus on driving revenue, profitable campaigns, customer acquisition etc.

Remarketing using the previous Pixel, Audience Manager Data

Keep track of industry competitors- activities and digital trends

Must work under pressure and provide best results to clients.

**Job Type:** Full-time

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All the best

Thanks & Regards,

**Dr. Nivedita**  
Head - Training and Placement Cell