

WORK VAPOR

Job Link: <https://workvapor.in/jobs/google-ads-specialist/>

HIRING ORGANIZATION

Skillset Squad Pvt Ltd

EMPLOYMENT TYPE

Full-time

JOB LOCATION

Navi Mumbai, India
? Remote work from: India

DATE POSTED

? March 21, 2026

GOOGLE ADS SPECIALIST

BASE SALARY

INR 40000 - INR 60000

DESCRIPTION

Location: Navi Mumbai / Remote
Job Type: Full-Time, Permanent
Experience: 4–6 years in PPC/Digital Marketing
Salary: ?40,000–?60,000 per month
Contact: shailesh.yadav@skillsetsquad.com / WhatsApp: +91 7738530304

Job Overview

We are seeking a Google Ads Specialist to plan, execute, and optimize paid advertising campaigns. The role is ideal for candidates with hands-on experience in Google Ads who can drive measurable results and maximize ROI for clients.

Responsibilities

- Plan, create, and manage Google Ads campaigns (Search, Display, YouTube, Shopping)
- Perform keyword research, audience targeting, and competitor analysis
- Optimize campaigns to achieve maximum ROI
- Conduct A/B testing on ads, landing pages, and bidding strategies
- Monitor campaign performance and prepare detailed reports
- Manage budgets and adjust bids to meet campaign goals
- Track conversions using Google Analytics and Google Tag Manager
- Stay updated with latest digital marketing trends and Google algorithm changes

Eligibility & Skills

- Bachelor's degree in Marketing, Business, or related field
- 4–6 years of experience in PPC or digital marketing
- Strong knowledge of Google Ads campaigns (Search, Display, YouTube)
- Experience with keyword tools and analytics platforms

- Understanding of SEO basics and landing page optimization
- Google Ads Certification preferred
- Strong analytical and problem-solving skills

Preferred Skills

- Experience with remarketing and audience segmentation
- Knowledge of conversion tracking and attribution models
- Familiarity with SEMrush, Ahrefs, or similar tools
- Basic HTML/CSS understanding is a plus

Benefits

- Competitive salary
- Remote work option available
- Exposure to high-performance campaigns and ROI-focused strategies
- Opportunity to work in a professional, growth-oriented environment

How to Apply

Send your updated CV to shailesh.yadav@skillsetsquad.com or WhatsApp at +91 7738530304