

Designation:

Senior Media Executive

Experience:

1-2 years of work experience

Location:

Mumbai/ Gurugram/ Bengaluru

Qualification:

1. UG - Any Graduate - Any Specialization OR PG - Any PG Course - Any Specialization
2. Candidates with 1-2 years of work experience can apply. Prior experience in Media will be preferred
3. Proven & demonstrable experience of being able to work under pressure and multi-task. Should be comfortable with handling pressure since the role demands it.

Team:

Media

Reporting To:

Associate Media Manager/ Media Manager

Roles & Responsibilities:

1. End-to-end digital paid media execution.
 2. Creating media reports.
 3. Work jointly with the internal team and clients to drive campaign execution.
 4. Managing multiple ad accounts for paid advertising on Facebook & Instagram. Making basic media plans for clients, monitoring and optimizing ongoing campaigns.
 5. Improving ROI for clients, and improved CPC and CTR of campaigns.
 6. Basic understanding of SEM.
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