

Digital Marketing Department

Job Title: Google Bidding Specialist (Google ADS)

Company: Xonline

Location: Phnom Penh, Cambodia

Position Type: In-Office

About Us:

Xonline is an innovative media company dedicated to acquiring, managing, and monetizing online traffic. We specialize in leveraging platforms like Google Ads to drive targeted traffic, enhance brand visibility, and maximize revenue. By combining data-driven strategies with a deep understanding of digital marketing trends, we maintain our competitive edge in the market, ensuring continuous growth and optimization of our operations.

Role Overview:

As a Google Bidding Specialist at Xonline, you will be responsible for managing and optimizing Google Ads campaigns. You will work closely with our marketing team to develop effective bidding strategies, monitor campaign performance, and make data-driven adjustments to achieve our business goals. Your expertise in SEM and data analysis will be crucial in maximizing the effectiveness of our digital advertising efforts.

Key Responsibilities:

- Develop and implement bidding strategies for Google Ads campaigns to maximize ROI.
- Manage and optimize Google Ads accounts, including keyword research, ad copy creation, and bid adjustments.
- Conduct data analysis to monitor campaign performance and identify areas for improvement.
- Collaborate with the marketing team to align Google Ads strategies with broader business objectives.
- Stay updated on the latest Google Ads trends, algorithm changes, and best practices.
- Perform A/B testing and other experiments to continuously improve campaign performance.

- Provide detailed reports on campaign performance, including insights and recommendations for optimization.
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Qualifications:

- Gender and age: No restrictions.
 - Educational background: Associate degree or higher.
 - Strong proficiency in managing Google Ads campaigns, including experience with SEM and data analysis.
 - Familiarity with e-commerce operations and foreign trade platform experience is a plus.
 - Ability to analyze data and make informed decisions to optimize ad performance.
 - Strong communication and collaboration abilities, with a focus on teamwork.
 - Proficiency in both English and Chinese.
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Skills:

- Advanced knowledge of Google Ads and SEM strategies, including keyword research, bid management, and ad copy optimization.
 - Strong data analysis skills, with the ability to interpret and act on performance data.
 - Proficiency in office software and data analysis tools.
 - Creative and innovative problem-solving skills, with the ability to adapt to a fast-paced digital marketing environment.
 - Strong organizational skills with a detail-oriented approach.
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What We Offer:

- Competitive salary and benefits package.
 - A dynamic work environment that encourages creativity and innovation.
 - Opportunities for professional growth and development.
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How to Apply:

Interested candidates should submit their resume and a cover letter outlining their experience and qualifications to x100sm00987@gmail.com.

Tel/Telegram: **015416898**