

Paid Media Specialist | Pegasus Protocol Dubai

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Company: Pegasus Protocol

Location: Dubai

Category: other-general

Paid Media Specialist | Pegasus Protocol Dubai

Data analytics platform, that provides various tools and insights for blockchain networks.

The Paid Media Specialist will play a pivotal role in driving user acquisition, engagement, and revenue through strategic paid media campaigns across various platforms. The ideal candidate will have a strong background in digital advertising, particularly within the cryptocurrency and blockchain industry.

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Key Responsibilities:

Campaign Management:

Develop, execute, and optimize paid media campaigns across platforms like Google Ads, Facebook, Twitter, and other relevant channels.

Set clear KPIs and goals for campaigns, ensuring alignment with overall business objectives.

Budget Management:

Manage and allocate budgets efficiently across different campaigns and platforms.

Monitor campaign spend and ensure ROI targets are achieved.

Analytics & Reporting:

Regularly analyze campaign performance metrics to derive actionable insights.

Provide regular reports to the marketing team, highlighting successes, areas for improvement, and recommendations.

Audience Targeting:

Utilize data-driven insights to identify and target specific audience segments effectively.

Collaborate with the content and social media teams to ensure consistent messaging and branding.

Industry Trends:

Stay updated with the latest trends and developments in the cryptocurrency and blockchain industry.

Adjust strategies accordingly to capitalize on emerging opportunities.

Collaboration:

Work closely with other marketing teams, including content, SEO, and social media, to ensure integrated and cohesive marketing efforts.

Collaborate with external agencies and partners when necessary.

Qualifications:

Proven experience in paid media management, preferably within the cryptocurrency or fintech industry.

Strong understanding of digital advertising platforms, tools, and best practices.

Proficiency in analytics tools such as Google Analytics, Facebook Analytics, etc.

Excellent analytical, communication, and project management skills.

Ability to work in a fast-paced environment and adapt to changing priorities.

Knowledge of cryptocurrency and blockchain concepts is a plus.

Don't miss out on this exciting opportunity – apply now at dubaiofferz.com

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