

**Job Title:** PPC Executive

**Location:** Remote / Hybrid

**Company:** Uncuva Digital Agency Ltd

**Type:** Full-Time / Freelance / Part-Time

### **About Uncuva**

Uncuva is a small, yet impactful digital agency focused on bold branding, clean design, and performance-driven marketing. We partner with startups, creative brands, and ambitious local and Nationwide businesses in various industries to craft digital experiences that stand out and convert.

We're looking for a **PPC Executive** who's data-savvy, results-driven, and passionate about creating paid campaigns that actually perform. This role is ideal for someone who thrives in a creative environment but loves the numbers just as much.

### **What You'll Do**

- Plan, launch, and optimize PPC campaigns across Google Ads, Meta (Facebook/Instagram), and other platforms
- Conduct keyword research, competitor analysis, and audience targeting
- Monitor daily performance and adjust bids, ads, and budgets to hit KPIs
- A/B test ad copy, landing pages, and creative formats
- Report on performance using analytics tools and dashboards

- Work closely with our design and content teams to align ad visuals and messaging
- Stay up to date with platform changes and PPC best practices

### **What We're Looking For**

- 2+ years of hands-on experience managing PPC campaigns
- Strong knowledge of Google Ads, Meta Ads Manager, and Google Analytics
- Experience with tracking tools (GA4, GTM, UTM setup, etc.)
- Analytical mindset with the ability to translate data into actionable insights
- Strong written communication and attention to detail
- Bonus: experience with eCommerce, SaaS, or lead gen campaigns

### **What You'll Get**

- Flexible working hours and remote freedom
- A creative, collaborative team environment
- Opportunity to grow into a long-term, higher-level role
- A say in creative direction and strategic decisions
- Competitive project-based or retainer-based compensation

## **Ready to Join Us?**

If you're looking to join a growing creative agency where your work directly impacts real results, we'd love to hear from you. Share your CV, portfolio (if available), and a brief note about your PPC experience.