

Digital Planning (Project Rental Corp.)

◆ PPC Manager


- Track and analyze campaign performance metrics, including impressions, clicks, CTRs, conversions, and cost-per-acquisition (CPA).
- Generate reports and insights to stakeholders on campaign effectiveness.
- Identify trends and opportunities for campaign improvement based on data analysis.
- Stay updated on the latest advertising platforms, algorithms, and best practices.
- Conduct A/B testing to understand their PPC strategies, ad copy, and landing pages.

 AI helper

 Summarize

 Explain

 Improve

 Fix spelling and grammar

 Call to actions

 Make shorter

 Make longer

Team Lead

◆ SMM Manager

- Develop a content strategy aligned with the business goals and target audience.
- Identify the most effective social media platforms for the business and define the objectives for each.
- Research and analyze the target audience's social media behavior, preferences, and interests.
- Establish key performance indicators (KPIs) and metrics to measure the success of social media campaigns.
- Create a content calendar outlining the types of content, themes, and posting schedule for each social