

Ganaa Performance Marketing Executive

We are seeking a talented and experienced Performance Marketing Manager to join our team and manage, optimize, and scale paid ad campaigns.

Responsibilities:

- Strategic Campaign Management: Plan, execute, and optimize full-funnel paid campaigns across Meta ads, Google ads, YouTube ads and WhatsApp marketing.
- Performance Optimization: Track, analyze, and adjust campaigns based on key performance indicators (KPIs) to maximize return on investment (ROI).
- Data-Driven Decision Making: Utilize Google Analytics, Meta Business Suite, and other data tools to evaluate campaign success and identify areas for improvement.
- Creative Collaboration: Work closely with the content and design teams to develop engaging and compelling creative ads.
- Keyword & Audience Targeting: Conduct extensive research on keywords, audience segmentation, and bidding strategies to ensure optimal performance.
- Industry Awareness: Stay updated on the latest trends in digital advertising, and consumer behavior to refine strategies.
- Time & Task Management: This position requires excellent self-motivation, attention to detail, and the ability to track time accurately for campaign reporting and internal accountability.

Requirements:

- 3+ years of hands-on experience managing Meta ads, Google ads, YouTube ads and WhatsApp marketing campaigns.
- Proven track record of generating leads and increasing sales through paid advertising.
- Strong analytical skills and proficiency in Google Analytics, Meta Business Suite, and other tracking tools.
- Strong ability to self-manage, stay organized, and accurately track time spent on tasks.
- Data-driven with a creative mindset – you can experiment, analyze, and iterate.

Benefits:

- Competitive salary
- Dynamic, growth-oriented work environment
- Flexible schedule with accountability to deadlines and results.
- Opportunities for professional development and continuous learning.

About Ganaa

Ganaa is a mental health and de-addiction rehabilitation chain with 4 centers in Delhi NCR and Goa. We provide comprehensive rehabilitation services to both voluntary as well as involuntary patients. We operate by our DNA which comprises three elements: Compassionate Care, Commitment to Excellence, Calming Surroundings. Ganaa brings over 13 years of expertise in this space, with a steadfast commitment to compliance, safety, and confidentiality. Ganaa attracts clients from around the world. Our team of doctors, counsellors and therapists brings diverse perspectives, including those who have triumphed over their own addiction or mental health challenges, adding authenticity and empathy to our approach. With countless testimonials attesting to our transformative impact, Ganaa is a trusted haven for recovery.