



<https://www.arkgroup.com/job/performance-marketing-specialist-seo-and-ppc/>

Performance Marketing Specialist (SEO and PPC)

Description

Overview:

We're looking for a passionate SEO & PPC Specialist with a minimum of 3-4 years of experience to join our marketing team. In this role, you'll be responsible for driving traffic, increasing conversion, and boosting our online presence through both organic and paid search marketing. You will collaborate with the marketing team, data team and business stakeholders to build, manage, and optimize digital campaigns across platforms.

Experience: 3 to 4 years

Job Location: Mahape, Navi Mumbai

Job Mode: Work from office and can join Immediately

Key Responsibilities:

- Develop and implement **SEO strategies** (on-page, off-page, and technical) to drive quality traffic.
- Perform regular site audits, keyword research, competitive analyses, and recommend actionable improvements.
- Plan, build, and manage **PPC campaigns** (Google Ads, Bing, social platforms) for maximum efficiency and ROI.
- Monitor campaign performance using tools like **Google Analytics, Search Console, and SEMrush**, and optimize based on data insights.
- Maintain site health by addressing site errors, broken links, page load times, mobile responsiveness, and schema implementation.
- Stay updated with the latest SEO, PPC, and digital marketing trends, ensuring best practices are implemented.
- Collaborate with content, design, and development teams to implement SEO and PPC recommendations effectively.
- Prepare regular performance reports and dashboards for stakeholders, highlighting key metrics and actionable insights.

What We're Looking For:

- 3-4 years of experience in SEO and PPC roles, with a proven track record of success.
- Strong knowledge of SEO best practices, ranking factors, and link-building strategies.
- Hands-on experience with platforms and tools like **Google Ads, Bing Ads, Facebook Business Manager, GA4, GTM, Ahrefs, SEMrush, Screaming Frog**, or equivalents.
- Ability to analyze data, spot trends, and make data-driven decisions.
- Strong understanding of **conversion tracking**, attribution, and funnel optimization.
- Excellent communication, collaboration, and problem-solving skills.

Hiring organization

Arrk Limited

Employment Type

Full-time

Date posted

27/06/2025

- A results-driven mindset and a focus on achieving campaign KPIs.

Additional Skills That Will Be a Plus:

- Experience working in e-commerce or SaaS environments.
- Knowledge of **HTML/CSS/JavaScript** for making basic site edits.
- Experience with **App Store Optimization (ASO)**.
- Understanding of marketing automation platforms (HubSpot, Marketo, etc.).

Contacts

Share your resume with tanaya.ganguli@arrkgroup.com.