**Job Opportunity: Google Ads Specialist (Remote, Part-Time)**

Position Overview

Apex Logistics Group is looking for a performance-focused Google Ads Specialist to support our marketing initiatives. This fully remote role involves managing and optimizing paid search campaigns to boost patient acquisition and conversion metrics. Ideal for experienced professionals who value autonomy and flexible hours.

Core Duties

Design, launch, and manage Google Ads campaigns across Search, Display, Performance Max, and YouTube.

Execute keyword planning, audience segmentation, and bid strategies for accounts with ad spend exceeding $X/month.

Analyze campaign metrics such as ROAS, CTR, CPA, and Quality Score to ensure performance targets are met.

Collaborate with creative teams to develop optimized landing pages for lead conversion.

Provide clear, data-driven performance reports bi-weekly with recommendations for improvement.

Candidate Requirements

Essential Qualifications:

Minimum 2–3 years of hands-on Google Ads management (Healthcare or MedTech sector experience is a plus).

Demonstrated success in lead generation and conversion rate improvement (supporting case studies required).

Proficient in Google Analytics 4, Tag Manager, and Smart Bidding strategies.

Certified in at least one Google Ads category: Search, Display, or Measurement.

What We Offer

Hourly pay between $50–$70, based on qualifications and experience.

Fully remote role with flexibility in working hours.

Opportunity to contribute to purpose-driven campaigns in the healthcare industry.

Access to advanced advertising and analytics tools (e.g., SEMrush, Optmyzr).