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What is GAMS Platform?

GAMS Platform is a challenge based learning and recruiting solution designed to validate digital competencies through practical tool application, gamified challenges, and serious games.

The **Profile Scorecard** aggregates a talent's acquired meta-skills, which are validated through multiple touchpoints. This dynamic scorecard is connected to LinkedIn and updates as the talent progresses. Furthermore, this documentation confers a formal certification officially accredited by both the **European Union** and the **Repubblica Digitale** (Italian Framework)..

The deducted learning method:

Unlike traditional Learning Management Systems (LMS), GAMS uses the same approach as videogames with Challenges for real-work scenarios. This methodology derives soft skills and meta-skills by analyzing how users apply hard skills during practical assessments and real-world business cases.

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Key Features of GAMS Platform and Applications:

- **Target:** This is an ideal resource for both individual and team development and talent acquisition efforts. It is designed to be effective in both online and in-person environments.
- **Scope:** A versatile tool for **up-skilling and re-skilling** across diverse fields from digital expertise (Excel, ChatGPT, AI, Google Analytics, Digital Marketing) to technical trades (plumbing, electrical work, installation).
- **Core Competencies:** Evaluates high-level skills such as Negotiation, Project Management, Data Analysis, and Coding.

Who Is a Campaign Manager

A Campaign Manager is the professional responsible for planning, executing, and optimizing marketing and communication campaigns. They operate across digital and traditional channels, coordinate multidisciplinary teams, and work closely with clients, agencies, and stakeholders to meet visibility, engagement, and conversion goals.

This role exists across industries — in companies, marketing agencies and startups.

Depending on context, a Campaign Manager may specialize:

- **Meta Ads** — Advantage+, dynamic creatives, Pixel tracking, retargeting flows
- **TikTok Ads** — In-Feed, TopView, Spark Ads, VBO, Smart Performance Campaigns

- **Programmatic** — DSPs (DV360, The Trade Desk, Xandr), line items, deal IDs, PMPs, brand safety
- **Google Ads** — Performance Max, Shopping, bidding strategies, audience signals
- **Cross-channel launches** — multi-platform coordination for reach & frequency

Path of a campaign manager	
Career progress	Junior CM → Campaign Manager → Head of Marketing / CMO
Experience levels	Junior (0–2 yrs) → Mid-level (3–5 yrs) → Senior (5+ yrs)



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What Is Campaign Management

Campaign management is the end-to-end process of creation, delivery, and appraisal of digital marketing campaigns. It involves selecting the right platforms and formats to reach a target audience with maximum effectiveness.

Platforms:

- › Google Ads — Search, Display, YouTube, Performance Max
- › Facebook Ads & Instagram Ads (Meta Ads Manager)
- › Ad Servers (e.g., Campaign Manager 360, Adform)
- › DSPs — Demand-Side Platforms for programmatic advertising (e.g., Tik Tok Ads)

Channels:

- › Digital: video, banners, posts, keywords, native ads, DOOH, CTV
- › Traditional: direct mail, TV, print, out-of-home (OOH)



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What Campaign Managers Do

Campaign Managers work for media agencies or brands — and for any sales-driven organization. Their core activities include:

- › Prepare, execute, measure, and report on campaign effectiveness
- › Define objectives (KPIs, target audience, budget allocation)
- › Develop multi-channel communication plans
- › Coordinate creative, technical, and media teams
- › Monitor real-time performance via analytics platforms
- › Run A/B tests to optimize ads, creatives, and landing pages
- › Produce periodic reports for clients or management
- › Manage supplier and partner relationships



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⚡ WHAT YOU MUST KNOW BEFORE STARTING

You **MUST** understand how campaign management works.

You will run campaigns on every walled garden tool:
Google Ads, Meta Ads, TikTok Ads, LinkedIn Ads, Amazon Ads — and more.

The principles of campaign management are the same everywhere.
Master the basics: targeting, bidding, budgeting, creatives, and reporting.

When working with DSPs for programmatic, remember core concepts like "line item", "insertion order", "flight dates", and "frequency cap".

› WANT TO WORK IN SOCIAL MEDIA?

Even to boost a post, you need campaign management.

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Meta-skills campaign managers need, validated via GAMS Platform

Campaign management is a complex discipline requiring a specific and continuously updated technical toolkit. Confidence with tools, precision, selection of correct data, fulfillment in platforms with proper naming convention are at its core.

It is possible to divide Campaign Manager key skills in:

- **Marketing Knowledge:** bachelor's degree/master or other studies in marketing or communication and continuous learning attitude
- **Analytical mind:** the ability to collect and analyze information, interpreting data, problem-solving skills, methodical approach, critical thinking
- **Strategic planning:** the ability to plan, develop and deliver strategic plans to meet business requirements
- **Optimization skills:** ability to meet objectives by monitoring KPIs and implementing key changes
- **Abilities with tools:** confidence with reporting and analysis tools, attention to detail, accuracy, ability to successfully manage multiple tools at the same time
- **Communication skills:** abilities to effectively communicate within and beyond the team as the job involves team departments working together to accomplish a common goal



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Key Responsibilities

Strategic Planning

- › Set campaign goals (KPIs, target audience, budget)
- › Build multi-channel communication strategies
- › Analyze market landscape and competitors

Operations & Execution

- › Coordinate creative, technical, and media teams
- › Manage the editorial calendar and meet deadlines
- › Oversee media buying, SEA search, engine adv and ad trafficking

Monitoring & Optimization

- › Track real-time performance via Google Analytics, Meta Ads Manager, etc.
- › Run A/B tests on creatives, headlines, and audiences
- › Deliver regular performance reports to clients or leadership

Budget & Relationship Management

- › Allocate and track campaign budgets against forecasts
- › Manage relationships with vendors, agencies, and partners
- › Present results and strategic recommendations

Salary Expectations

Compensation varies by experience, sector, and company size. Salary in Europe ranges from €20,000 to €50,000 on average. The table below shows market benchmarks:

Level	Annual Gross (EUR)	Typical Context
Junior (0–2 yrs)	€ 20,000 – 30,000	Agencies, SMEs, startups
Mid-level (3–5 yrs)	€ 30,000 – 45,000	Structured companies, large agencies
Senior (5+ yrs)	€ 45,000 – 70,000+	Corporates, multinationals, senior freelancers

Note: values refer to the European market. In major cities (London, Amsterdam, Milan, Paris) salaries tend to be higher. Freelancers may earn daily rates between €300 and €700+.

Similar LinkedIn Job Titles

When searching for opportunities on LinkedIn, these job titles frequently overlap with the Campaign Manager role — either as entry points, lateral moves, or next career steps. Knowing them helps you search smarter and position your profile correctly.

Interchangeable / Very Similar Titles

- › Campaign Specialist — more execution-focused, often entry-level



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- › Campaign Director — senior version, managing campaign leads
- › Advertising Specialist — emphasis on paid media and ad formats
- › Digital Marketing Manager — broader scope including SEO, content, email

Overlapping / Related Titles

- › Media Manager — focuses on media planning and buying across channels
- › Marketing Manager — wider strategic ownership of marketing mix
- › Digital Marketing Specialist — channel-specific execution and reporting
- › Performance Marketing Manager — strong focus on ROI, CPA, ROAS metrics
- › Paid Media Manager / PPC Manager — specialization in paid search and social
- › Demand Generation Manager — pipeline-focused, common in B2B SaaS
- › Growth Marketing Manager — data-driven experimentation and scaling
- › Marketing Coordinator — junior role supporting campaign execution
- › Marketing Operations Manager — technology stack, automation, workflow
- › Digital Strategist — higher-level planning across digital touchpoints
- › Marketing Consultant — advisory role, often freelance or agency-side



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LinkedIn Search Tip

When looking for Campaign Manager jobs on LinkedIn, also search for: "Paid Media Manager", "Performance Marketing Manager", "Digital Advertising Manager", and "Campaign Specialist". Many companies use these titles to describe the same role. Add relevant skills to your profile (Google Ads, Meta Ads, Campaign Manager 360) to surface in recruiter searches.



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How to Become a Campaign Manager

There is no single mandatory path, but the following steps significantly accelerate your entry into the field:

- › Earn a degree in Marketing, Communications, Economics, or a related field (valued but not always required)
- › **Get certified with Profile Scorecard (PSC) by GAMS Platform:** PSC is different from all other certifications, because it not only tracks what you learn, but also how you learn it. By achieving maximum results in challenges, you can earn badges
- › Gain hands-on experience: internships, personal projects, or managing campaigns for small organizations or associations
- › Build a portfolio: collect measurable results from campaigns you have managed, even small-scale ones
- › Learn programmatic basics: understand how DSPs work, what a line item is, and how RTB (real-time bidding) functions
- › Stay current: the field evolves fast — follow industry blogs, newsletters (e.g., Marketing Brew, Think with Google), and LinkedIn creators



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Walled Gardens & Social Media — Why It All Starts Here

 **Social Media professionals: this section is for you**

WANT TO WORK IN SOCIAL MEDIA? To boost a post, manage a brand page, or run influencer promotions — you need campaign management. There is no social media role at a professional level that does not require it.

"Walled gardens" are closed advertising ecosystems where each platform controls its own data, inventory, and tools. Campaign Managers must be fluent in all of them:

Platform	Key Features for Campaign Managers
Google Ads	Search, Display, YouTube, Performance Max, Shopping. Market leader for intent-based advertising.
Meta Ads	Facebook & Instagram campaigns. Strongest audience targeting tools based on interests and behavior.
TikTok Ads	Short-form video formats (TopView, In-Feed). Fastest-growing platform for Gen Z audiences.
LinkedIn Ads	B2B targeting by job title, industry, company size. Sponsored Content, InMail, Dynamic Ads.
Amazon Ads	E-commerce-native advertising. Sponsored Products, Sponsored Brands, DSP for programmatic.