



Our client is looking for a SEM Specialist to support the Global SEM Manager to carry out and manage their activities in target countries.! !

## **YOUR RESPONSIBILITIES!**

- Manage campaigns (manage bids and ad copies) in English or German speaking countries (and

potentially Spanish, Italian or Polish campaigns)!

- Conduct ad hoc analyses of accounts performance, using web analysis tools and excel!
- Keyword discovery and expansion!
- Bid optimisation and optimisation of ad copies and landing pages with A/B testing!
- Lead continued innovation and best practice implementation, sharing your knowledge with the top executives and the marketing team!

- Proactively work closely with the SEM manager, working on new opportunities for development! !

## **YOUR PROFILE**

- Bachelor Degree is required. Master Degree is an advantage, with mix of marketing/ analytical subjects!
- 2 years of experience in managing paid search!
- Ability to drive meaningful actions from large data sets and very strong analytical skills!
- Deep knowledge of SEM and a proven track record of delivering qualified traffic (from both an acquisition and conversion standpoint)!
- Outstanding copy writing and editorial skills in English or German. Spanish or Italian is an advantage!
- Essential knowledge and experience with web analytical tools and interfaces (Google Analytics)

preferred)!

- Proficient with Microsoft Excel!
- Proficient in English!
- Multi-tasking, ability to set priorities, attention to detail, self-motivated, team player! !

## **OUR OFFER**

- Leader company in its market !
- Annual salary not disclosed
- Remote Position

## **CORE CONDITIONS**

- up to 60.000,- € annual gross wage

- long term contract

### **ADDITIONAL CONDITIONS**

- most companies use cutting edge technologies which is a bonus for developers seeking to gain experience and boost their CV
- highly interconnected companies which easily supports the flow of employees
- countless IT related events and fairs

**You think this is the job for you? Send your CV and cover letter in English now to: [emplo@itechcareer.com](mailto:emplo@itechcareer.com)**

**Thanks!**

<http://iTechCareer.com>

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