

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: empleo@itechcareer.com

Thanks!

http://iTechCareer.com

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