

Paid Media Manager

(Company Introduction & Description)

We are seeking a highly motivated Paid Media Manager responsible for the day-to-day execution, campaign set-up, performance tracking across paid search, paid social and conversion rate optimization to drive lead generation and key business initiatives.

Responsibilities

- Execute global demand generation programs to drive strategic customer acquisition and engagement through paid search (Google, Bing), paid social (LinkedIn and Facebook) and video (YouTube).
- Perform A/B testing using Optimizely CRO tool
- Extract insight from campaign data, identify relevant trends and provide proactive recommendations to enhance and exceed overall marketing goals and objectives
- Compiles and distributes recurring paid media reports to Marketing team for review
- Perform ongoing keyword discovery, expansion, and optimization
- Conduct ad copy testing per best practice to drive performance improvements
- Work with key business partners and internal stakeholders in campaign development
- Stays current on industry news, platform updates, product enhancements & innovations
- Demonstrate passion for digital marketing by proactively finding and building recommendations on new ways to improve performance

Qualifications

- Bachelor's degree
- 3 years' experience with Google Ads, Microsoft Ads, LinkedIn Ads, Facebook Ads
- Strong Microsoft Excel pivot tables, charts, v-lookups, and dashboard creation
- Experienced with Google Tag Manager and Google Analytics
- Well organized and able to balance internal stakeholder timelines and business needs
- Ability to learn new digital platforms
- Team player with experience working with multiple stakeholders across an organization in a fast-paced environment.
- Strong communication, critical thinking, problem solving, and project management skills
- Experience working within a complex multi-product organization