



Google Ads Media Buyer, 61000 грн.

📍 Киев, 🕒 22 января 2024

Компания: [Annex Web Services](https://jobs.ua/company/id/1621619) (https://jobs.ua/company/id/1621619) ([Все вакансии](#))

Рубрики: [Реклама, маркетинг, PR](#)

Пожелания к сотруднику

Образование: среднее
Опыт работы: обязателен
График работы: удаленная работа

Описание вакансии

Google Ads Media Buyer For Canadian Marketing Agency (100% remote)

We are looking for an experienced Google Ads Media buyer to manage campaigns and accounts for our clients.

Annex Web Services is a Canadian PPC Advertising Agency. We work with customers around the world helping them scale their businesses online with Google Ads.

Our offer

- 100% Remote work
- Young and dynamic team

Primary Duties

- Build, manage, & optimize Google Ads accounts ensuring that all deliverables are presented on time and of high quality.
- Communicate with clients, discussing account performance and strategy
- Write powerful ad copy, & have the financial acumen required for budget management/ROI analysis
- Analyze metrics, draw conclusions from data, and create summary reports (Google Data Studio)
- Make data-driven decisions and constantly improve campaign performance to maximize ROI
- Conversion tracking set up and testing to ensure accurate reporting
- Setting up audience lists via Google Analytics (retargeting, customer match, similar)
- Conducting keyword planning and research for targeting as well as the creation of negative keywords lists to implement in campaigns
- Campaign set up and optimization (Shopping, Search, Display, Video)
- Creating marketing plans and strategies
- Conducting industry and competitor research to implement with marketing strategies
- Assisting with the onboarding of new clients
- Contacting google for support and following up to resolve issues
- Optimizing client's campaigns with the goal of increasing performance to meet the client's key KPIs.

Experience with the following is preferred

Google Search Ads
Google Shopping Ads
Google Display Ads
Google Ads
Google Merchant Center
Google Analytics
Google Data Studio
Google Tag Manager
Google Keyword Planner
Product Feeds (eg. data feed watch, shopify app)
Retargeting Ads
SEM Rush
G Drive

Position Requirements

- 3+ Years of experience running, setting up, and managing Google Ads Campaigns
- Understanding key marketing KPIs and optimization methods to improve performance through data analysis and segmentation
- Great written and verbal communication skills
- Fluent in English
- Experience running Google Ads Campaigns for B2B, B2C, lead generation, and ecommerce
- We seek a candidate with proven administrative skills, strong communication and organizational skills, and the ability to multi-task and remain nimble.
- Being able to work under pressure and fulfill urgent responsibilities whenever necessary
- Highly organized, extremely detail-oriented, self-motivated, ability to handle confidential information, and have a demonstrated ability to respond effectively to changing workloads and priorities.
- Professionalism, tact, and diplomacy in interactions with senior professionals internally and externally.
- Ability to work independently on projects, from conception to completion, and must be able to work under pressure at times.
- Ability to work collaboratively with colleagues in a demanding and fast-paced environment.
- Ability to anticipate potential challenges and prepare solutions as contingencies. Excellent problem solver with an ability to creatively leverage resources to arrive at a resolution.
- Display a positive attitude and demonstrate concern for people and community, self-confidence, common sense, good listening ability, and a collaborative attitude.
- We are looking for someone who will start working with us freelance for around 20 hours a week. If the cooperation works well, we would like to have someone full-time.

Are you interested in the position?

Then your next steps look like this:

-Fill out the form below:

forms.gle/ySBWi7DLsML6dVqe8

-Send us your cover letter and resume via email at: mike.lamch@annexwebservices.com

-Please also send us any case studies or portfolio examples of your work.

Контактная информация

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