



### **SEM-PPC Specialist:**

The role of the Digital Marketing SEM/PPC Specialist is to develop, produce, and maintain strategic SEM, PPC, and Display campaigns for a variety of key accounts. The PPC Specialist will be responsible for speaking directly with clients within multiple industries. The PPC Specialist duties include creating strategies with prominent search engines, developing and testing new keywords, managing Pay-Per-Click campaigns, analyzing click-through data and conducting research. In addition, candidate must demonstrate excellent verbal and written communication skills and have over two years of experience serving in customer-facing roles.

Vonazon is not your average digital marketing agency. We are a team of creatives, strategists, technologists, thinkers, writers, dreamers and do-ers that happen to create high-level digital marketing for our clients. We are a tight-knit team of innovative individuals that bring their A-game every. single. day. We go beyond providing services for our clients, we become a part of their team to bring them success.

Marketing technologies are continually evolving and there are always new platforms to explore – we need self-starters that see challenges as opportunities for innovation. We look for independent thinkers that know how to communicate compassionately to both their teammates and clients.

The right candidate will be passionate about empowering their team and clients with the latest digital platforms and strategies. This position requires a wicked-smart, personable individual that is a creative problem-solver with a technologist's mind. We are a continually growing company where exciting new projects, opportunities, and innovations abound.

### **Responsibilities:**

- Manage and launch paid search campaigns in Google AdWords and Bing Ads.
- Optimize landing page performance, search campaign performance, and creative ads through A/B testing, geo-targeting and keyword bidding to drive maximum traffic volume, conversions, and gross profit.
- Development of digital media strategies that perform in tandem with an integrated media and overall advertising strategy
- Knowledge of advanced interactive targeting technologies
- Work with web developers and marketing team to properly implement SEO/SEM best practices



- creation of reports that assess campaign delivery against KPIs and identify opportunities to improve digital campaign performance
- Manage multiple tasks with attention to details, deadlines, budgets and timelines
- Accurately manage expenses in accordance with budgetary requirements
- Establish and maintain knowledge pertaining to the latest digital marketing technology trends to further agency and client facing productivity, goal achievement, and overall effectiveness

#### Skills, Experience, and Knowledge:

- Minimum 2 years of full-time experience in paid search marketing (preferably in-house)
- Working knowledge of Google AdWords, Bing Ads, and Yahoo Gemini
- Ability to work in a results-oriented environment, both individually and as part of a team
- Self-motivated with eagerness to learn and take on more responsibility
- Must be familiar with the latest digital marketing trends (i.e. Marketing Automation Platforms, Search & Social Platforms, etc.)
- Advanced communication (written and verbal), organizational, and problem-solving skills
- Strong interpersonal skills, including effective presentation and listening skills
- Strong prioritization skills and proven ability to meet deadlines
- Google Analytics Certification (strongly preferred)
- Google Ads Certification(s) (strongly preferred)

#### Education:

- Bachelor's Degree (math, economics, marketing, or advertising preferred)

We have a close-knit, friendly office environment and are seeking an individual that will fit our company model and is looking for long term employment, with the ability to adapt to the needs of a small, thriving and growing business. We offer a competitive salary with benefits, PTO, and paid holidays after a probationary period.

Interested? Excited? Please email your resume and cover letter and put **SEM-PPC Specialist** position in the subject line to [nicole.mcadam@vonazon.com](mailto:nicole.mcadam@vonazon.com)