

Job Description

The PPC Analyst is responsible for administering and managing Pay Per Click media strategies for our company. This role will be responsible for data-driven analysis and management of large pay-per-click accounts across multiple engines. They provide support for account managers by manipulating data to discover trends and find actionable insights. They must communicate account changes, successes, problems and solutions and be able to translate data into meaningful reports. The PPC Analyst has responsibilities to maintain account goals and must show initiative to constantly better the state of their respective account(s).

Job Responsibilities

Perform daily account management of pay per click accounts on Google AdWords, Yahoo, Bing and other search platforms
Creating new paid search campaigns, ad groups, and accounts and aid in the creation of new paid search marketing initiatives
Assist in the maintenance and monitoring of Enterprise scale keyword bids, account daily and monthly budget caps, and important metrics
Manage and maintain updates for large keyword lists
Assist in the management of Display network placement lists on AdWords and through other contextual advertising platforms
Provide recommendations and execute strategies for keyword opportunities, campaign structuring, targeting, display network, and other facets of paid search in accordance with company goals
Ad scheduling; Pausing/Activating ad groups
Keyword creation and match type optimization
Sitelink creation
Landing page creation
Identify opportunities for automation
Location targeting
Experiments & tests
Identify and troubleshoot account problems as they arise
Run monitor and administer web analytics dashboards, reports and key reporting tools, and point out key areas of importance in accordance to company goals
Perform wide-scale business analysis to determine trends and find actionable insights
Maintain PPC knowledge and keep up-to-date on industry trends and new features
Other duties as necessary

Required Experience

1+ years of PPC or SEM experience in an in-house department or agency setting
1+ years' experience with Excel in a professional environment
Prior experience leveraging tools and measurement platforms such as Google AdWords Editor & Google Analytics
Experience in a professional or educational environment showing an aptitude for mathematics/statistics

Preferred Experience

Exposure to SEO, Display, and/or Paid Social Media, a plus
Direct response/e-commerce experience and experience managing large-scale, complex PPC campaigns preferred
Experience with DoubleClick Search reporting tools and Google AdWords certification preferred
Experience in merging automated and human elements with PPC bidding preferred