

# Argentina Jobs Expertini®

## Google Advertising Strategist

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Company: Digital Resource

Location: Argentina

Category: other-general

Digital Resource is a full-service digital marketing agency. We partner with forward-thinking businesses to create custom internet marketing strategies. Our solutions have a proven track record in increasing search engine rankings, building social followings, and most importantly, converting leads into real revenue. The Google Ads Specialist provides research, planning, and execution of campaigns to drive the client's short and long-term business objectives through the use of Google AdWords. Responsibilities: Develop and maintain professional working relationships with all levels of staff. Key deliverables for the position include: Build out and maintain Google Advertising campaigns for clients based on the client's goals Implement form, call, and other tracking techniques to track campaign success Work with Account Managers to ensure client success Report on progress and changes made to the campaigns daily Report on results of the campaigns weekly or monthly depending on client needs Capability to explain complex digital ad dynamics in an easy to comprehend the way Experience: Minimum 4 years of proven expert knowledge of Google AdWords and Current AdWords Certification required Google Analytics experience required Demonstrated knowledge of digital marketing technologies, including targeting, website analytics, and media tracking tools Demonstrated knowledge of optimizing campaign structures & bidding strategies Strong analytical skills, including data manipulation and campaign performance analysis skills Exceptional written and verbal communication and presentation skills (English) Skills: Highly self-motivated individual. Strong organizational and analytical skills are a must for success. Personable and excellent communication skills; with emphasis on customer service. Ability to perform click-through rate, conversion, spend, and creative analysis to identify

growth/optimization opportunities Adapt to constantly changing situations; ability to perform multiple tasks with multiple priorities. Able to work under pressure; flexible and able to work with all types of personalities. Required license or certification: AdWords Certified Required Google Analytics Certification Required. Powered by JazzHR

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