

# Argentina Jobs Expertini®

## Google Media Buyer

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Company: Right Customer

Location: Argentina

Category: other-general

Right Customer is looking for a Google Ads Media Buyer to join our dynamic marketing team. As a Google Ads Media Buyer, you will play a pivotal role in driving targeted traffic and achieving marketing objectives through strategic Google Ads campaigns. You will collaborate with cross-functional teams and utilize your expertise to ensure our paid advertising efforts deliver exceptional results.

Key Responsibilities:

**Campaign Strategy:** Develop, implement, and optimize Google Ads campaigns to meet marketing goals, including keyword research, audience targeting, and budget allocation.

**Ad Creation:** Craft compelling ad copy and creatives aligned with target audience preferences and industry best practices.

**Bid Management:** Monitor and adjust bidding strategies to maximize ROI while staying within budget constraints.

**Keyword Research:** Conduct comprehensive keyword research and competitor analysis to identify opportunities and trends.

**A/B Testing:** Continuously test and refine ad variations, landing pages, and targeting to improve conversion rates.

**Budget Management:** Effectively manage campaign budgets, track expenses, and provide budget recommendations.

Performance Analysis: Analyze campaign data, generate reports, and offer data-driven insights and recommendations to stakeholders.

Stay Informed: Stay up-to-date with industry trends, Google Ads platform updates, and digital marketing best practices.

## **Requirements**

Requirements:

Proven experience as a Google Ads Media Buyer or in a similar role.

Strong understanding of Google Ads, including campaign setup, optimization, and tracking.

Proficiency in using Google Ads Editor and other relevant tools.

Analytical mindset with the ability to interpret data and make data-driven decisions.

Excellent communication and collaboration skills.

Detail-oriented and organized with the ability to manage multiple campaigns concurrently.

Google Ads certifications are a plus.

## **Benefits**

Competitive Pay Based on Experience

Unlimited Paid Time Off (Holidays, Vacation, Sick Days)

Ongoing Training & Development

Regular Salary Increases

Performance Bonuses

Growth Potential as Company Expands

Work Remotely for a US-Based Company

## About Our Company

Right Customer is a leading digital growth & advertising agency helping entrepreneurs scale their businesses with paid advertising. Our agency is committed to maximizing ROI, and we have helped our clients profitably generate a combined \$50,000,000 in the last three years. We specialize in strategic planning, paid advertising, customer acquisition, lead generation, and digital experience creation with websites.

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