

Argentina Jobs Expertini®

Media Buyer

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Company: Right Customer

Location: Argentina

Category: other-general

We are in search of a skilled Media Buyer with expertise in digital advertising across platforms like Facebook, Google, TikTok, and Instagram. In this crucial role, you will strategize, execute, and manage ad campaigns that effectively reach our target audience and drive conversions. Your deep understanding of different advertising platforms and ability to optimize ad spend will be key in maximizing our marketing ROI. If you have a passion for digital media and a track record of successful ad campaigns, you're the ideal candidate to help propel our brand's online presence and success.

What You'll Be Doing

Multi-Platform Ad Campaigns Develop and manage ad campaigns across various platforms including Facebook, Google Ads, TikTok, and Instagram.

Budget Management Allocate and optimize ad spend to achieve maximum ROI while adhering to budget constraints.

Target Audience Analysis Identify and target key audience segments effectively across different platforms.

Performance Tracking and Analytics Monitor campaign performance using analytics tools, adjusting strategies as needed for optimal results.

Creative Collaboration Work with creative teams to develop compelling ad content tailored for each platform.

A/B Testing : Conduct A/B tests to determine the most effective ad variations for each audience and platform.

Market Research and Trends Stay updated with the latest trends and best practices in digital advertising to keep our strategies cutting-edge.

Requirements

Who You Are

Experienced Media Buyer: You have proven experience in buying media and managing ad campaigns across platforms like Facebook, Google Ads, TikTok, and Instagram.

Analytical and Data-Driven You are adept at analyzing campaign data to make informed decisions and improve ad performance.

Budget-Savvy : You possess strong skills in budget management and are adept at maximizing ROI within set financial parameters.

Creative and Strategic Thinker. You can think creatively about ad placement and strategy to effectively reach target audiences.

Adaptable and Current : You stay informed about the latest trends in digital advertising and are adaptable to the constantly evolving digital landscape.

Detail-Oriented: You have a keen eye for detail, ensuring that all aspects of ad campaigns are meticulously managed and optimized.

Collaborative Team Player You work effectively with both creative and analytical teams to develop and execute successful ad campaigns.

Benefits

Competitive Pay Based on Experience

Ongoing Training & Development

Performance Bonuses

Growth Potential as Company Expands

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