

Digital Advertising Analyst

Responsibilities Include

- Create ad campaigns including account strategy/structure, keyword targeting, audience segmenting, bidding and budgeting.
- Create search ads and collaborate with our design team to create social media and banner ads
- Report on KPIs and present ROI on digital marketing campaigns
- Analyze site traffic (using Google Analytics) to find valuable insights and make suggestions for improving website UX and ad performance

We have a growing team of digital experts to back you up and implement your intel. We dream big and we work hard, and we even have a sweet matching-401k plan. So if you're interested in making the internet a more beautiful and functional place for generations to come, apply now and let us know how awesome your digital advertising skills truly are.

Show us you know the field, and that you can produce results.

Qualifications

- Bachelor's degree
- 1-3 years analytics experience
- Strong analytical skills
- Ability to manage multiple projects
- Intermediate understanding of Microsoft Excel
- Presentation skills
- Enthusiasm for technology

Other Skills

- Google Ads
- Facebook Advertising
- YouTube Advertising
- Budgeting and experience allocating ad dollars