Search Engine Marketing Specialist
Permanent Contract
Lisbon, Portugal

Company

Since 2009, lemonads® is a major player of acquisition and monetization of digital traffic. As a fast-growing group, lemonads has clients all over the world, and offices in Switzerland, Luxembourg, Portugal and Spain. Human being and innovation are at the heart of each of our decisions. By joining lemonads®, you will join a dynamic team, passionate, and united by one common goal that drive us: being the market leader!

If you like technological environment and want to evolve in an ambitious worldwide company, join our team and become our new partner!

Role:

● You will launch, manage, expand and help report on new PPC campaigns.
● You will plan keywords, write ad copy, set up, grow and optimise up new PPC campaigns with the aim of achieving revenue and profitability objectives.
● You will be accountable for managing and growing your own campaigns, manage daily PNL reports, and oversee the user journey and offers.
● Line manage PPC Executives, providing structured and ad hoc training/mentoring as required.
● Evaluate success of campaigns against clear targets; analyse results and identify opportunities; feedback performance and actions taken to the Head of Media buying.
● Setting up the landing page journey, offers, managing PPC account.

Tasks and responsibilities

● Development and management of PPC campaigns on major search engines. (Google, Bing…)
- Continuously optimize and test existing campaigns to improve performance.
- Analyze campaign KPIs and take immediate action to maintain volumes, revenues, and return on investment targets.
- Implement A/B and Multivariate Tests to maximize conversion rates and achieve KPIs goals.
- Analyze competition and identify our strengths and weaknesses in order to anticipate and counter threats to our market.

**Skills and experience**

- Fully conversant with the technical needs of the role including, Google Ads, Bing Ads
- Understands the ever-changing PPC landscape and able to come up with ambitious and innovative plans & creative strategies.
- Entrepreneurial thinker with the ability to manage campaigns from start to finish - as well as your own P&Ls
- Results orientated & commercially focussed; comfortable crunching numbers to identify opportunities and focus on ROI; highly competent in excel and working with data; keen eye for detail; a full understanding of financial implications of campaigns.
- Excellent understanding of web analytics, tracking, and testing A/B.
- Understanding of all traffic sources, i.e. Native, PPC, YouTube, Facebook Ads, LinkedIn Ads.
- With a strong team spirit, you are autonomous, curious, and adept of the latest tendencies, tools, and technological innovations.
- You are passionate and want to evolve in a fast paced environment.
- **You have a perfect command of** Google Optimize, Google Editor, Gdata studio, GTM, GA, Adplexity, Similarweb, SEMrush, SpyFu, funnel.io, Gdatastudio, Optimizely...
- **You own the following certifications:** Google Ads

**Position to be filled ASAP.**

Remuneration according to profile and experience.

**How to apply?**

Send your application to the email address below by sharing one of your successes as a Search Engine Marketing Specialist. Please specify the context, the different channels you have used, the problems encountered, and how you managed to get around them.
E-mail: job.93@lemonads.com

We are looking for a “Performer” with a 100% ROIste approach, this position is 100% operational.

Check out all our job offers: https://www.lemonads.com/career.html