

# ORANGE 142

## Paid Search Analyst

The PPC / Paid Search Analyst is responsible for researching, creating, managing and optimizing Pay Per Click media campaigns and strategies for clients. The PPC Analyst can quickly understand and support initiatives that will contribute to the goals and success of client campaigns.

### KEY RESPONSIBILITIES:

- Serve as the subject matter expert (SME) and thought leader for paid search across platforms for the organization
- Perform daily account management of pay per click accounts on Google Ads, Bing Ads and other search platforms for a variety of clients
- Maintain and monitor daily and monthly budgets, CPC's, impression share, quality score and other important account metrics
- Assist in the management of Display network placement lists on AdWords and through other contextual advertising platforms
- Provide recommendations and execute strategies for keyword opportunities, campaign structuring, targeting, display network, and other facets of paid search in accordance with client goals
- Finalize client reports with key observations and actionable insights
- Review reports with each client to help them understand the successes of the campaigns
- Collaboratively work with Analytics, Account Executives, Sales, and external partners to deliver on desired outcomes
- Communicate to team and management on project development, timelines, and results
- Keep pace with search engine and PPC industry trends and developments
- Model Orange142's culture by showing up as a growth-oriented learner and competitive winner focused on client success

### REQUIREMENTS:

- 2+ years of experience researching, building and optimizing PPC campaigns in Google Ads & Bing Ads
- Google Ads & Bing Ads Certified
- Passion for Search and internet advertising
- Outstanding ability to think creatively and identify and resolve problems
- Attention to detail and the ability to effectively multi-task in a deadline driven atmosphere
- High levels of integrity, autonomy, and self-motivation
- Excellent analytical, organizational, project management and time management skills
- Ability to clearly and effectively articulate thoughts and points
- Ability to learn new industries and new business types quickly and can apply this knowledge to internet marketing initiatives and achieving client goals
- Proficiency in MS Excel, PowerPoint, and Word
- BS/BA degree preferred

### COMPENSATION & BENEFITS:

- Competitive salary plus performance incentives and 401k contribution
- Participation in company health (medical, dental) insurance plans after 60 days full-time employment
- Paid vacation and sick days
- Company laptop