

<https://candidate-1st.com/job/sea-online-marketeer-hybrid-hybrid/>

SEA – Online Marketeer Hybrid

Description

As a SEA – Online Marketeer, you will play a crucial role in driving the success of our digital marketing campaigns. You will be responsible for managing and optimizing our search engine advertising (SEA) campaigns to increase brand visibility, drive traffic, and generate leads. In this role, you will work closely with the marketing team to develop and implement effective strategies to maximize our online presence and achieve our business goals.

Responsibilities

- Develop and execute comprehensive SEA strategies to increase brand visibility and drive targeted traffic to our website
- Conduct keyword research and analysis to identify relevant keywords and optimize campaign performance
- Create and manage Google Ads and other search engine advertising campaigns
- Monitor campaign performance, analyze data, and make data-driven decisions to optimize campaign effectiveness
- Conduct A/B testing and implement improvements to increase click-through rates (CTR) and conversion rates
- Collaborate with the content team to create compelling ad copy and landing pages
- Stay up-to-date with industry trends and best practices in search engine advertising and make recommendations for continuous improvement
- Provide regular reports and analysis on campaign performance and present findings to the marketing team
- Collaborate with other marketing team members to ensure consistent messaging and branding across all digital channels

Qualifications

- Proven experience in Marketing, Advertising, or a related field
- Proven experience in managing and optimizing search engine advertising campaigns, preferably in a B2B environment
- Strong knowledge of Google Ads and other search engine advertising platforms
- Proficient in using analytics tools such as Google Analytics to track and analyze campaign performance
- Excellent understanding of keyword research and SEO best practices
- Strong analytical skills and ability to interpret data to make data-driven decisions
- Creative mindset with the ability to think outside the box and develop innovative strategies
- Excellent communication and collaboration skills to work effectively with cross-functional teams
- Self-motivated and able to work independently with minimal supervision
- Detail-oriented with strong organizational and project management skills

Hiring organization

Candidate-1st

Employment Type

Full-time

Beginning of employment

asap

Duration of employment

permanent

Job Location

Haarlem

Working Hours

40

Date posted

January 17, 2024

Valid through

29.02.2024

Job Benefits

- A salary that matches your role and experience.
- Multiple enjoyable outings per year.
- Provided lunches.
- A full-time job in a growing and dynamic environment
- Reimbursement of travel expenses if you use public transport or a mileage allowance if you travel by car.
- Our office is a 5-minute walk from Haarlem Station.

25 vacation days per year.

Contacts

We are Atlantis Digital, a passionate, international collective of digital pioneers, entrepreneurs, cyber security wizards, and change-makers united by our shared passion for exploring new possibilities in the digital world. We design, create, and innovate. We are in a constant state of growth, consistently exceeding expectations and embracing risks with unwavering determination.

Join our team and be part of a dynamic and innovative organization.

Apply today and help us shape the future of digital and analog geeks on a global scale.