

SEARCH ADVERTISING ANALYST

Search Engine Ad Management

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Objective

To deliver a professionally managed search campaign that captures more and better qualified leads. By combining our expertise and training with the most sophisticated technology available, we will help you generate more qualified traffic, improve conversion rates, increase lead production, and experience a higher return on investment (ROI).

Summary of Skills

A skilled marketing professional who has successfully completed an extensive paid search training program and achieved Google AdWords and MSN Ad Certification.

Responsibilities

- **Keyword Research and Selection:** Extensive keyword research as a best practice to ensure campaigns are employing priority keywords.
- **Creative Development:** Custom and unique creative including building ad copy, titles, and descriptions to help maximize click through and conversion rates.
- **Landing Page Design:** Identify the best existing destination or recommend improvements to facilitate site level conversion.
- **Campaign Tracking:** Track all performance aspects of paid search campaigns including click-through rates, cost per click, conversion rates, cost per conversion, etc.
- **Content Submission:** Upload and submit the keywords and associated creative to search engines' sponsored search programs.
- **Pay Per Click (PPC) Account Settings:** Establish and monitor the numerous Account Settings (daily max spend, match type, countries, etc.) to maximize business performance goals.
- **PPC Bid Management:** Manage PPC bids including bid price changes and bid position management.
- **PPC Mid-Month and End-of-Month Analysis:** Perform analysis of campaign performance, including individual keyword costs, conversions, and performance trends. Communicate through both a written document and a conference call to discuss previous month activities and suggested next steps with each client.
- **Campaign Improvements:** Suggest and implement PPC campaign improvement, including changes to title/description copy, keyword list modifications, bid adjustments, and monthly budgets.
- **Creative Testing:** Perform periodic testing of all campaign components.

Qualifications

- An average of 10 years combined experience in dealership operations and marketing.
- Extensive knowledge and experience in business-to-business and business-to-consumer markets.
- Trained to maintain strong customer relationships through multiple channels.
- Skilled and knowledgeable in database analysis, analytics, and reporting.
- Deep understanding of the dealership market and current industry and manufacturer trends.
- Insight into evaluation of communication laws and regulations.
- High standard of professionalism to maintain Reynolds' tradition of excellence.
- Digital Marketing specialists, through the management of high performing pay per click advertising campaigns.

