

1. ADWEB

Μέσο:BUSINESS TODAY

Ημ. Έκδοσης: ...28/03/2019 Ημ. Αποδελτίωσης: ...28/03/2019

Σελίδα:7

Innews AE - Αποδελτίωση Τύπου - <http://www.innews.gr>



WE ARE HIRING!



Programmatic and Performance Campaign Manager (Programmatic Business Unit)

About the position: The candidates have a unique opportunity to work in a company with a leading position in programmatic ad buying and to experience the full value chain of programmatic advertising and the buying/selling cycle of digital advertising inventory – technology platforms, Publishers, Media Agencies, Advertisers. The company provides a full training and induction program in programmatic technologies.

Responsibilities

- Design and implement buying and optimization strategies across programmatic platforms, DSPs and SSPs, based on client's KPIs
- Support planning, buying and optimization across a portfolio of clients
- Implement best practices for bidding, budget management and performance
- Prepare reports detailing delivery and performance of campaigns

Qualifications

- University degree
- Must have 3-4 years of experience in performance advertising
- Google certification will be considered an asset

Please send your CV to: info@adweb.gr - PPN1