

MINDSHARE



seeks to hire a

GOOGLE ADWORDS SPECIALIST

Job Description:

- Create and optimize Paid Search/PPC, CPA, CPM campaigns on desktop & mobile environments.
- Research and manage keywords, maintaining conversions
- Handle Google Display Network (GDN) Banner Ads and Youtube Video Ads
- Set up remarketing lists and conversion tracking
- Tracking and updating traffic patterns through PPC or cost per click

Necessary Qualifications:

- A Bachelor's Degree in Marketing or related field will be preferred
- Google Adwords Certification
- 2-3 minimum years of experience with Google Adwords, including building and managing CPC, CPA and CPM campaigns.
- Advanced Adwords Editor knowledge and usage is absolutely necessary.
- Advanced Proficiency in Excel and working knowledge of other Microsoft Office applications.
- Ability to handle and control large volume of data
- Strong research and analytical skills, multitasking, working within deadlines
- Self- motivated, with passion for marketing and advertising

*Please send your CV at
careers@mindshare.gr*