



# Online Advertising Specialist



## OM Performance Marketers

OM is an agency committed to offering data-driven growth and strategic demand generation strategies for high growth companies. We work with amazing nationally recognized B2B Technology and Healthcare Technology clients to strategize, plan, and execute sustainable growth systems.

Our core competencies are growth marketing, analytics implementation, and innovation consulting. We execute across digital toolsets and believe modern marketing is made up of memorable and valuable touchpoints in a fully integrated approach.

## Job Description

We are seeking an enthusiastic, creative, and dependable Online Advertising Specialist to join our growing team. This is a fast-paced role that will entail working with paid media channels including Google Ads, Microsoft Ads, Facebook Ads, and LinkedIn Ads. Additionally, we expect experience and expertise in analytics and tracking platforms such as Google Analytics and Google Tag Manager. You will design and inform all aspects of digital advertising for multiple clients by working hand-in-hand with our account managers. This exciting new opportunity is a perfect fit for an independent, self-motivated expert who is looking to create/optimize dynamic and creative marketing campaigns.

## Essential Duties & Responsibilities

- Implement online advertising (Google Ads, Microsoft Ads, Facebook Ads, & LinkedIn Ads to name a few) campaigns for numerous service-based and B2B-based partners
  - Review, analyze, and audit campaigns to meet goals and drive campaign success
  - Continuously conduct experiments and tests to optimize campaign performance
  - Write and audit advertising copy for campaigns (or collaborate with the Internal & Client Content Teams)
  - Monitor budgets by comparing and analyzing actual results with forecasted results
  - Prepare monthly and quarterly marketing reports by collecting, analyzing, and summarizing campaign data
  - Participate in weekly client meetings to present reports and discover opportunities for growth
  - Troubleshoot any technical, tracking, or performance issues in each platform
  - Support company growth by researching and reporting on advertising platform updates and new functionality
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- Stay up-to-date with various certifications, new features, and new tools
- Explore opportunities to add value to job and company growth

## **Skills & Qualifications**

- Certifications in Google Ads (Measurement, Search, Display and Video), Google Analytics, Google Tag Manager, Facebook Ads, and LinkedIn Ads preferred
- Outstanding communication and collaboration skills with the ability to work with both technical and business teams
- Ability to work independently/efficiently and thrive in a fast-paced environment
- Highly organized and able to exercise strong attention to detail
- Exceptional analytical skills, including data manipulation and financial analysis

## **Experience**

- Bachelor's degree in marketing, advertising or related field
- 3+ years of online advertising experience
- Preferred: 2+ years of agency-side experience working with multiple clients

## **Compensation & Benefits**

- Bonuses: Performance-based
- Health Insurance: Medical, Dental, Vision, Telehealth and Supplemental
- Retirement planning: 401k/Roth 401k
- Flexible work environment with an office in the heart of downtown Orlando
- Early employee at a fast-growing company with a big vision for the future
- Unlimited vacation days
- Paid continuing education

**We are an equal opportunity employer and value diversity at our company. We do not discriminate nor hire on the basis of race, religion, color, national origin, gender, sexual orientation, age, marital status, veteran status, or disability status.**