Account Specialist  
Ad Operations | New York, NY, United States

The Account Specialist position requires an understanding of paid search to effectively drive day-to-day tactical execution of products and services for our Fortune 500 clients. The Specialist will collaborate with the Account Manager to ensure all analytics and reporting is clear and communicated efficiently to the client. They assist with developing campaign architecture, reporting, execution and analysis.

Delivery:
- Understand client strategy and help prepare insight driven search recommendations and plan presentations
- Build out keyword recommendations to set client budgets
- Establish keyword and copy strategies
- Knowledge of keyword building methodology to continually generate and expand keyword lists to maximize campaign exposure to target audience
- Create compelling ad copy utilizing Search Engine best practices, with continued testing of creative appeals, messaging and brand positioning
- Launch campaigns and provide consistent quality-assurance (QA) of recently launched and running campaigns on an ongoing basis
- Make appropriate recommendations for the maintenance or growth of the search plan based on client goals and objectives
- Effectively prioritize efforts to focus on delivering on the most important things tracks and reports on campaign results, data analysis and participate in weekly calls
- Consistently looks for ways to improve current processes or introduce new approaches that will contribute to company success
- Staying informed on evolving search landscape channels, tools and trends
- Managing budgets and assisting in developing recommendations based on analysis and tools
- Preparing daily/weekly reporting analysis and agendas for client meetings
- Participate in weekly/bi-weekly tactical client calls
- Responsible for learning all relevant tools for reporting, analytics and competitive analysis - bid management platforms, Benchtools, Google Insights
- Responsible for learning analytics platforms, such as Omniture
- Basic project management skills required
- Generates paperwork necessary for search media authorization by client
- Strong understanding of KPIs/Metrics to analyze plan performance where necessary to ensure success
- Participation on client calls required

Qualifications:
- Adaptable and able to work within a team, handle multiple assignments and meet tight deadlines
- Exhibit passion through appropriate participation in team, agency, and industry initiatives
- Demonstrate genuine curiosity and interest in our clients & their business
- Extremely detail-oriented, with clear and proven organizational skills
- Ability to work autonomously and demonstrate self-started qualities and to research paid search issues and formulate tangible solutions
- Successfully fulfill the client’s strategy by creating clear deliverables and recommendations
- Mastered understanding of reported metrics and what they mean
- Ability to handle multiple tasks in a fast-paced environment, under tight deadlines
- Excellent verbal and written communication skills
- Search/Digitally savvy, with specific proficiency at MS Suite: Excel, Word, PowerPoint
- Requirements:
- Advanced computer skills, particularly Microsoft Excel and PowerPoint
- Strong quantitative and qualitative analytical skills
- College grad or 1 + years of related work experience
- Bachelor’s degree required

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