



## ::: Search Engine Marketing (PPC) Specialist

### ***Company Overview***

**Fortune Interactive**, a thriving Search Engine Marketing company, is currently looking for motivated team players with an entrepreneurial spirit to join our organization. Fortune Interactive is a client-centric organization that has one specific purpose: Client Satisfaction. We are a company that has decided to rest its reputation on performance, maintaining client satisfaction, and improving technology to better service our clients.

The Search Engine Marketing Specialist is responsible for assisting with research and development, and executing search engine optimization campaigns for Fortune Interactive's clients. This position requires working closely with Director of Search Marketing, Fortune Interactive clients, and other members of your Fortune Interactive team. This position involves:

### **PRIMARY DUTIES & RESPONSIBILITIES:**

- Developing and Executing World-Class SEM Strategies for Maximum ROI
- High-Quality Standards for Work
- Keyword Research
- Writing and/or Reviewing Ad Creatives for Effectiveness
- Evaluating PPC Bid Prices for Maximum ROI
- Evaluating Landing Pages for Maximum Effectiveness
- Analyzing All Aspects of Campaign Performance
- Designing and Executing Campaign Recommendations for Maximum ROI Within a Given Budget
- Designing Campaign Growth Plans for Maximum Industry Exposure
- Ability to Manage Several PPC Campaigns
- Assist Campaign Coordinator with Campaign Management and Support

### **QUALIFICATIONS:**

- + years of technology or marketing industry experience
- 1+ years of search engine marketing (PPC) experience
- Proven search engine marketing success (Please be prepared to articulate your involvement in executing successful SEM campaigns)
- Ability to multi-task and manage time effectively; excellent planning and organizational skills
- Ability to clearly articulate, orally and verbally, ideas and objectives, both internal to Fortune Interactive and with Fortune Interactive's clients
- Excellent collaborative skills
- Team player
- Strong understanding of web analytics a plus
- Strong understanding of the Internet and E-Commerce a plus
- Search engine optimization (Organic SEO) knowledge and experience a plus
- HTML and/or JavaScript knowledge and experience a plus

**COMPENSATION:** Competitive salary (with benefits)

**CONTACT:** Please email inquiries to [jobinfo@fortuneinteractive.com](mailto:jobinfo@fortuneinteractive.com).