

## BUILDING THE FUTURE OF WEB COMMUNITIES TODAY.

We are currently looking for a full time Paid search marketing analyst with experience of paid search marketing on Google, MSN and Yahoo. This person will be responsible for managing and optimizing paid search campaigns for several website

[Learn more about First Beat Media](#)

### Traffic Specialist PPC

#### SKILLS & REQUIREMENTS:

- Must be familiar with Google Adwords, MSN Adcenter and Yahoo Search marketing.
- Must have strong understanding of Quality Score and how to maximize it
- Must demonstrate complete knowledge of paid search and bring something new to the table
- Candidates should have a strong Knowledge of paid search tools
- Must be available online through IM (ICQ/Gchat/MSN) during normal working hours 9AM - 6PM EST
- Candidate should have strong organizational and time management skills
- We are looking for someone that is eager to meet and exceed objectives

#### PRIMARY RESPONSIBILITIES:

- Perform Keyword research and keyword development for any market
- Write ads using different techniques
- Manage bids and develop strategies to increase the effectiveness of our paid search campaigns
- Create and optimize landing pages that will convert at high levels
- Create daily reports with full analysis of campaign statuses