



## **Search Engine Marketing Specialist**

**Permanent Contract**

**Lisbon, Portugal**

### **Company**

Since 2009, lemonads® is a major player of acquisition and monetization of digital traffic. As a fast-growing group, [lemonads](#) has clients all over the world, and offices in Switzerland, Luxembourg, Portugal and Spain.

Human being and innovation are at the heart of each of our decisions. By joining lemonads®, you will join a dynamic team, passionate, and united by one common goal that drive us: being the market leader!

If you like technological environment and want to evolve in an ambitious worldwide company, join our team and become our new partner!

### **Role:**

- You will launch, manage, expand and help report on new PPC campaigns.
- You will plan keywords, write ad copy, set up, grow and optimise up new PPC campaigns with the aim of achieving revenue and profitability objectives.
- You will be accountable for managing and growing your own campaigns, manage daily PNL reports, and oversee the user journey and offers.
- Line manage PPC Executives, providing structured and ad hoc training/mentoring as required.
- Evaluate success of campaigns against clear targets; analyse results and identify opportunities; feedback performance and actions taken to the Head of Media buying
- Setting up the landing page journey, offers, managing PPC account.

### **Tasks and responsibilities**

- Development and management of PPC campaigns on major search engines. (Google, Bing...)

- Continuously optimize and test existing campaigns to improve performance.
- Analyze campaign KPIs and take immediate action to maintain volumes, revenues, and return on investment targets.
- Implement A/B and Multivariate Tests to maximize conversion rates and achieve KPIs goals.
- Analyze competition and identify our strengths and weaknesses in order to anticipate and counter threats to our market.

### **Skills and experience**

- Fully conversant with the technical needs of the role including, Google Ads, Bing Ads
- Understands the ever-changing PPC landscape and able to come up with ambitious and innovative plans & creative strategies.
- Entrepreneurial thinker with the ability to manage campaigns from start to finish - as well as your own P&Ls
- Results orientated & commercially focussed; comfortable crunching numbers to identify opportunities and focus on ROI; highly competent in excel and working with data; keen eye for detail; a full understanding of financial implications of campaigns.
- Excellent understanding of web analytics, tracking, and testing A/B.
- Understanding of all traffic sources, i.e. Native, PPC, YouTube, Facebook Ads, LinkedIn Ads.
- With a strong team spirit, you are autonomous, curious, and adept of the latest tendencies, tools, and technological innovations.
- You are passionate and want to evolve in a fast paced environment.
- **You have a perfect command of** *Google Optimize, Google Editor, Gdata studio, GTM, GA, Adplexity, Similarweb, SEMrush, SpyFu, funnel.io, Gdatastudio, Optimizely...*
- **You own the following certifications:** *Google Ads*

### **Position to be filled ASAP.**

Remuneration according to profile and experience.

### **How to apply?**

Send your application to the email address below by sharing one of your successes as a Search Engine Marketing Specialist. Please specify the context, the different channels you have used, the problems encountered, and how you managed to get around them.

E-mail: [job.93@lemonads.com](mailto:job.93@lemonads.com)

**We are looking for a “Performer” with a 100% ROIste approach, this position is 100% operational.**

Check out all our job offers: <https://www.lemonads.com/career.html>