

MyTrendyPhone

MyTrendyPhone is one of the leading Scandinavian companies for trading with mobile telecommunications equipment which includes 10 subsidiaries in European countries and does business through 13 online shops.

In our office in Serbia, we need a new colleague

PPC/AdWords Specialist

Key Responsibilities:

- Propose, implement and maintain paid search strategies
- Help create, implement and optimize PPC strategies including
- Keyword research and analysis
- Conversion analysis
- Negative Keyword Analysis
- Landing page analysis
- Create performance reports with recommendations for improvements
- Manage and maintain keyword lists, including keyword rankings
- Work with both desktop PPC and display ads as well as mobile PPC and display ads

Requirements:

- Preferably 2 + years Google AdWords experience
- Strong analytical and communication skills
- Attention to detail
- Experience with Bing webmaster tools and familiarity with various advertising platforms like Google, Facebook, Youtube is a plus
- Experience with Google Shopping, Dynamic Search Ads and Remarketing techniques is a big advantage
- Google AdWords certification is a plus

We offer:

Work in a positive and dynamic international environment in our offices in downtown Belgrade, regular earnings and constant improvement.