

Sr. Paid Media Specialist - Remote

Hi there!

We're looking for an experienced Sr. Paid Media Specialist with a deep executional understanding of all paid channels.

During the interview process, be prepared to demonstrate your in-depth knowledge of paid ads in all channels, including Facebook, Google, LinkedIn, and Instagram.

The Sr. Paid Media Specialist will be on the Performance Marketing team and is instrumental in building strategies, go-to-market campaigns, and using a cross channel campaign management approach, including hands-on execution and measurement.

You have 3-5 years (Preferably Agency-Side) developing, managing, and driving nearly flawless execution for all facets of performance-based paid media programs across major digital marketing platforms, including; Google Ads, Facebook Ads, Google Analytics, Google Tag Manager, Google Data Studio. You've had clear success in building multi-channel media programs to target new and existing customers.

About Enilon:

Enilon is a **work-from-anywhere** digital marketing agency headquartered in Fort Worth, TX and founded in 2005. We take our work seriously and partner with our clients to deliver data-driven, consumer focused digital programs.

About You:

What motivates you:

- You are driven to be the most knowledgeable in your field and want to be the resident expert
- You strive for accuracy in every detail, thrive in a fast-paced environment, enjoy variety in your work, and are impatient with those who can't keep up
- You want to own your work, ensure its quality, and work collaboratively with a team of smart people coming together to achieve holistic goals for your clients
- You love to help build digital marketing programs and be responsible for their success
- You love to constantly learn about digital marketing advancements, stay on top of your game, and educate others on your learnings

About the position expectations:

- Manage a diverse client portfolio across Google, Facebook, Instagram, LinkedIn, Google Analytics, Google Tag Manager, and other related tools
- Work both directly with clients as well as other Enilon team members (Account Management, Project Management, Sales, etc.) to clearly understand client goals and business in order to formulate effective plans

- Manage budgets, bids, pacing, performance, and reporting for all paid media channels for multiple clients
- Forecasts paid search growth and conversion opportunity
- Provide strategic recommendations on overall account success and growth
- Certifications / Hard Skills:
 - AdWords Editor
 - Bing Ads Editor
 - AdWords Fundamentals Certified
 - AdWords Search Advertising Advanced Certified
 - Bing Ads Certified
 - Bonus Certifications
 - AdWords Display Advertising
 - AdWords Video Advertising
 - Bing Ads
 - Google Analytics Professional
 - Third-Party Bid Management Tools
 - Basic Knowledge of SEO & How it works with paid search
- Timely oral and written communication skills
- Inbox, Presentation, and Documentation Ninja
- Ability to be flexible and manage priorities for yourself and your team in lieu of shifting priorities
- Be in a constant state of research and learning in order to remain on top of industry trends and best practices
- When it comes to writing ad copy, you embrace constant A/B testing in order to help drive performance
- You are an advanced Excel Expert & have no problem creating dynamic reports with pivot tables and charts (Google Data Studio experience a plus!)
- Extreme attention to detail, data accuracy, and confidence in your execution of tasks
- Establish and continually improve/evolve your campaign KPIs
- Present weekly, monthly, quarterly, and annual plans, results, and recommendations to clients, business unit leaders, and executives

Your experience:

- Bachelor's degree, with coursework in related area (marketing, digital advertising, business, technology)
- 3-5 years of hands-on experience with platforms including Google, Facebook, Instagram, LinkedIn, Google Analytics, and Google Tag Manager
- Ability to analyze a wide variety of performance metrics, including PCP, CPA, CPL, and conversion
- Experience working in collaboration with account and project managers
- Strong interpersonal, written, and verbal communication skills
- Ability to work effectively in a cross-functional dynamic team environment
- Ability to maintain a positive, professional demeanor at all times
- Strong attention to detail

- Ability to work autonomously in a remote working environment
- You must have a reliable home-office or remote working space available for focused work and video conferencing
- Previous remote working experience preferred

Benefits and Culture:

- Work from anywhere in the U.S.
- Competitive pay
- Excellent Health Benefits. Benefits start the first day of the month after the hire date
- Matching 401k up to 4%
- 10 Paid holidays per year
- Unlimited PTO
- Daily dedicated “do not disturb” time for everyone
- Strong Life/Work balance philosophy