

## **Paid SEM Senior Specialist**

### **About FloraQueen:**

Gifting should be fun, joyful & easy , we believe that gifting create happiness and get people closer together , we want to enable more gifting moments to more people everywhere.

How we do it?

We created an amazing offering at our site that allow everyone to find the perfect gifts for his love ones , we work to keep improving our offering , proposal , learning and tools to make gifting fun and easy

FloraQueen is an European leader in gifts, growing fast from our flower delivery services origins towards additional gift segments. With head offices in Barcelona, supported by an international and amazing team we provide a professional and engaging working environment. Read more about us here [www.floraqueen.com/sending-flowers/about-floraqueen](http://www.floraqueen.com/sending-flowers/about-floraqueen)

### **Responsibilities:**

#### **Search and Display Network:**

- Implementation and creation of Paid SEM strategy.
- Development, monitoring, and growth of existing Acquisition channels.
- Paid SEM campaign optimization and testing on multi-language accounts.
- Develop attribution models
- Develop new seasonal/promotional offers and optimize landing pages.
- Keep up to date with best practices and tools in paid search.
- Creating briefings for creative and cooperating with design.
- Align Paid SEM strategy with overall marketing efforts, campaigns and initiatives.
- Ownership of budgeting, forecasting and reporting.

#### **Reporting:**

- Compiling weekly and monthly performance reports.
- Reporting and analysis on different performance metrics on demand
- Results-oriented proposals on optimizations and new actions based on insights from reporting

- Strong analytical skills needed as decisions are data-driven

### **Skills & Experience:**

#### **Our ideal candidate will have as a qualifications and experience:**

- Bachelors or Masters Degree in business, e-business, economics or statistics.
- At least 2 year experience in Online Advertising managing a minimum monthly budget of 100.000€
- Experience with Bid management platforms
- Results-driven approach to responsibilities
- European work permit
- Excellent Internet data analysis capabilities
- Advanced Microsoft Excel and Google Analytics skills
- Good English level.
- Knowledge of any of the following languages is desirable: French, German or Italian
- Capable to manage multiple Accounts and Campaigns simultaneously to meet objectives/key deadlines
- Google Adwords certified Professional will be a plus

#### **Personality:**

- Good team member
- Creative
- Process driven
- Desire to grow but also share your experiences and knowledge
- Being able to focus on the important things
- Very organized person
- Self-motivated and energetic
- Positive attitude

