

SEO/SEM-Manager

Do you have experience with the conceptualization, setup and management of pay-per-click campaigns such as Google AdWords? Do you have successfully worked in search engine optimization? Do you want to become part of a young, dynamic team working to make a difference? Then send an email including your salary expectations as well as a possible start date to jobs@deepinvent.com today!

Tasks

- Optimizing and controlling the SEM advertising budget in different markets such as Google and Yahoo! Search
- Optimizing existing SEM accounts
- Permanent monitoring and reporting of the SEO/SEM results
- Development and continuation of SEO strategies
- Implementation of market monitoring and performance analysis
- Creation of a long-term off-page strategy
- Efficiency review of optimization activities (on- and off-page)

Technical Requirements

- Experience in SEA, SEO and web analysis
- Certification in the area of SEM (Google Advertising Professional) is preferred
- Solid HTML-programming skills and in-depth knowledge of web technologies, web analysis and e-commerce
- In-depth knowledge of MS-Office, especially Excel and PowerPoint

Personal Skills

- Willingness to become thoroughly acquainted with the complex topic of email archiving
- Analytical thinking and an adeptness in dealing with numbers

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