

Are you experienced in Digital Marketing and passionate about technology? Aryxe wants you!



Digital Advertising Expert/Strategist

Aryxe (Bulgaria) AD
28, Boulevard Todor Alexandrov
Sofia 1303
Bulgaria

Job description

Aryxe is seeking to hire an experienced Digital Advertising Expert/Strategist to join our team. As a Digital Advertising Expert and Strategist at our company, you will be responsible for setting up, implementing, managing and improving the overall digital advertising and marketing strategy of our customers.

Digital advertising is an important cornerstone for our company's success and future growth, so your role will be a crucial element in achieving our business goals and objectives.

We are expecting you to possess both experience and a big passion for digital technologies and all digital advertising and marketing channels.

Responsibilities

- Plan and execute digital marketing and advertising strategies using all necessary tools (websites, emails, social media, blogs etc.)
- Management of ad budgets, A/B testing ad creatives, keyword research, setting up audiences, and optimizing for conversions and KPIs
- Analysis of campaign data and reporting on recommendations and strategy on a regular basis
- Monitor SEO/SEM, marketing and sales performance metrics to forecast trends
- Build strong client relationships in digital channels and direct interaction

Job title: Digital Advertising Expert/Strategist

Type: Full-time or part-time

Availability: Immediately

Travel: Occasional international travel

Future Opportunity: Marketing Manager

Location: Sofia (Vertigo Tower, 109 Boulevard Bulgaria)

Benefits: Modern offices, free hot and cold drinks, free fresh fruit, lounge area, free gym membership, employee stock plan

Salary: To be negotiated

Education: Master's degree or PhD in Marketing, Communication, PR or comparable; excellent command of German (written and spoken), English

Responsibilities (continued):

- Perform digital marketing and advertising audits
- Setup and ongoing optimization and management of PPC/Digital Advertising campaigns for multiple clients
- Ensure implementation of best practices guidelines and follow/improve corporate processes
- Ability to communicate and liaise with professionals and senior management

Skillset:

- Minimum of 2 years of GoogleAds account management experience required
- Very good experience with Facebook Ads Manager
- Minimum of 2 years of digital agency/services experience required
- GoogleAds certification required
- Knowledge of Amazon advertising
- Very good knowledge of Retargeting/Remarketing and Display as well as Rich Media/Video advertising
- Very good knowledge of SEO, online search mediums and social media channels
- Problem-solving attitude
- Can work well and calm under pressure
- Very good knowledge of German
- Very good knowledge of English
- Good team-player
- International mindset
- Knowledge in project management is a strong plus

Education:

- Master's degree or PhD in Marketing, Communication, PR or comparable

Aryxe provides end-to-end Digital solutions – scalable, modular, flexible, cost-effective

Digital Production

Corporate Communication

Digital Advertising

Social Media

Content Production

Websites

ARYXE

TURNING KNOWLEDGE INTO WISDOM

About Aryxe

Aryxe is a Swiss and German founded technology company which delivers XaaS-Solutions from our own locations in Bulgaria, Poland, Switzerland and Estonia. Our advanced Services span from developing global market-entry concepts to social media and distribution concepts. The customer base includes innovative and highly specialized companies in the area of software development, cloud, machinery as well as fashion, hospitality and luxury goods.

Working with us is truly international – daily contact with our customers by email, phone, chat or video are as common as is working on international projects. Our employees can enlist into an employee stock program which enables you to participate in the long-term growth of Aryxe – and yourself!

Contact

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Aryxe. Turning knowledge into wisdom.



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