



SEM Media Buyer

Centerfield develops intelligent digital advertising technology focused on real time biddable media which enables targeting and acquisition of high performing, high life time value customers for its clients across numerous industries. The Company's sophisticated marketing technology platform leverages Big Data and optimizes each part of the customer acquisition process from initial view through offline sale in real time for the highest possible return on advertising spend.

Job Description

Have you ever built a website, created a store on eBay/shopify, developed a blog from scratch or strategically tried to increase visitors to your website?

Centerfield is looking for entrepreneurial-minded individuals to fill a role as a Search Engine Marketing (SEM) Media Buyer. If Google Analytics, SEO blogs, and/or affiliate conferences are your milieu, we'd like to talk to you.

Centerfield is a very large purchaser of online traffic to our Owned and Operated sites. Our SEM Buyers are responsible for buying and optimizing Google AdWords/Bing Ads accounts, analyzing the performance of campaigns, and strategizing to increase profits.

The major pre-requisite to the position is that we are looking for people who have experience online with their own venture. Launching a site and driving material traffic requires taking initiative and executing. You must have a passion for working online, and it must be clearly demonstrated through something you've done on your own time.

This is not a 9-to-5 job, and it's a demanding role for only the most analytical and driven individuals.

The role will appeal to candidates looking for a strategic opportunity at a leading, cutting edge digital marketing company. It's extremely interesting work with extensive training and significant compensation upside for successful buyers.

Skills/Attributes Required

- Understanding of basic online metrics and familiarity with Google Analytics
- Bachelor's Degree (Elite academic background preferred)
- Basic Excel Knowledge

Skills/Attributes Desired

- Google AdWords experience a plus, but not required