Senior Director, Digital Media

Role

The Senior Director of Digital Media role will be responsible with the day to day management, analysis, and optimization of the paid marketing efforts for Simple Insurance Leads.

Responsibilities

* Manage and optimize all designated paid media campaigns; develop strategy and campaign structure collaborating with relevant team members
* Analyze paid search performance in order to maximize revenue, identify opportunities, optimize campaigns, and report key metrics
* Implement new initiatives that will create growth opportunities and increase ROI
* Monitor competitive landscape and utilize benchmark data to provide insight to key stakeholders on trends and emerging opportunities
* Associate call center CRM revenue data with Google AdWords to accurately identify high ROI keywords, demographics, remarketing segments, and cost per click based on expected customer lifetime value
* Will eventually lead a team. Must be capable of prioritizing teamwork, delegating responsibilities and developing future analyst for advancement.

Skills Needed

* 5+ years experience in online marketing experience
* Track record of success in generating qualified leads
* Excellent communication and collaboration skills
* Exemplary organizational skills and can manage multiple competing priorities with ease
* Ability to think on your feet and make quick decisions
* Certified in Google Adwords
* Experience creating ad copy, understanding user intent, analyzing results, and optimizing campaigns
* Demonstrated experience in analyzing numbers, identifying patterns and trends in digital campaigns
* Intermediate to advanced Excel skills
* Bachelors degree in business, marketing or math related field
* Insurance (Health, medicare, life, auto) industry experience a plus

Workflow

A typical day starts with associating revenue from the call center to Google AdWords. Based on this information, assess what changes need to be made on a daily, biweekly, or monthly basis. Develop, design, and test existing and new paid search. Keep current and incorporate relevant trends. Report and track results.