Who We Are:

Founded in 2019, Lockhern Digital (LD) is a full service paid media agency that specializes in managing, analyzing, and optimizing paid ads across the digital platform landscape including Google, Bing, Facebook, Instagram, TikTok, Amazon, YouTube and more.

We specialize in the E-commerce space but have an eclectic portfolio of clients. If a prospective client needs to expand their digital footprint and exposure to more customers, we can help maximize their efforts.

What You’ll Do:

We are currently seeking a Paid Search Manager who wants to grow their career in the paid media space. The ideal candidate will have a thorough understanding of paid search both from a brand and direct response perspective as well as have a track record of proven results.

● Create, implement, and optimize campaigns in Google Ads &amp Bing Ads

● Develop successful bidding strategies and keyword management to hit goals and KPIs

● Assist in client meetings to help with strategy, approach, process, analysis and insights

● Generate reports to analyze performance data and provide intelligent insights to drive action plans

● Use data to develop stories that are clear and concise to help clients understand their SEM efforts

● Work with our COO to develop KPIs and reporting that match back to campaign goals

What You’ll Need:

● Self-starter attitude and motivation to work independently &amp alongside a team

● Bachelor’s degree

● 2-4 years’ experience of direct management of Paid Search campaigns

● 2-4 years’ experience of working with Google Ads and other Ad management platforms

● Strong mathematical, analytical and communication skills

● Proficiency in Google Sheets, Microsoft Excel, Word &amp PowerPoint

● Certified in Google AdWords mandatory Certified in Google Analytics and Google Shopping preferred

﻿What You’ll Get:

● Highly Competitive Total Compensation

● Discretionary year-end bonus

● Flexible Hybrid Office &amp Work from home

● Forced + Unlimited Paid Time Off

● Health &amp Dental Insurance

● 401K Company Match