We are looking for a Media Buyer with high potential, specializing in one or all skill sets to join our Performance Marketing team and acquire quality users efficiently Ad Networks Native Ads Social media (Face Book big advantage) PPC Main

Responsibilities:

The primary role of the Display Media Buyer will be

- Planning, buying, tracking and optimizing Ad Networks campaigns
- Negotiate and close deals to buy advertising inventory
- Plan and build new campaigns every month across a variety of ad networks and run them, hands on Actively manage campaigns by optimizing bidding, and performance to ensure KPI delivery
- Provide creative direction for banners, text ads, images, video ads and landing pages
- Monitor and analyze data against the defined campaign success metrics
- Constantly optimize the campaigns performance via targeting tactics, media channels optimization and improving engagement
- Scale multiple campaigns prioritizing by revenue opportunity
- Achieve and exceed monthly/quarterly performance goals
- Coordinate internally with acquisition, conversion product and creative teams
- Research and follow up on trends and developments & identify new performance opportunities

Requirements:

- General understanding of the digital advertising ecosystem 1−3 years of hands on hands on experience in the strategy, execution & optimization of digital media campaigns with a focus in Ad Networks — Social Media experience is an advantage
- Experience in buying and running gaming campaigns, preferably from an agency or a social gaming brand
- Experience with optimizing and testing campaigns leading to proven track of performance enhancement in key KPIs
- Experience working in Google AdWords / RTB / DSP / Remarketing / Affiliation
- An advantage Analytical skills, both the ability to interpret overall social performance and paid campaign performance
- Fluent written and spoken English a must, additional languages — An advantage
- Strong negotiation skills
- Strong partnership development and relationship-building skills
- Strong technical, analytical & BI skills
- Highly independent, fast learner, efficient and organized, proactive approach
- Ability to learn and apply new technologies in the industry
- Excellent people & communication skills
- Results oriented, ability to constantly meet & beat goals
- ***Resume in English only**

Office location

- m. Universitet