



Digital Advertising Specialist

Blade seeks a Digital Advertising Specialist to join our agency. This position is suited to a professional with experience in digital advertising who wants to work in a dynamic environment where they will plan and manage digital campaigns at high level of proficiency.

YOUR RESPONSIBILITIES

- Set up, optimize and manage Search Marketing, Digital Display Advertising, Social Media and Content Marketing campaigns
- Develop and deploy media plans, strategic proposals and comprehensive client reports.
- Keep apprised of client's brands, products, services and marketing developments/challenges as well as those of their competitors.

YOUR QUALIFICATIONS

- Google AdWords Certification
- Google Analytics Certification
- Experience with planning and buying of media an definite asset
- University under-graduate degree and/or certificate from a recognized Advertising/Marketing program.
- Some experience working in an Advertising Agency or similar environment
- Ability to write and communicate effectively is essential.
- Ability to analyze data and identify strategic insights.
- Superior organizational and time management skills.
- Passion for the art and science of branding & advertising.