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Paid Search Analyst

Overview:

As Paid Search Analyst, you will work with the marketing team to create, edit and enhance strategic online advertising campaigns to reach the appropriate target persona/demographic. This includes assisting with monitoring and improving paid search campaigns (AdWords, Bing, LinkedIn), & remarketing (Adroll), to increase conversions.

Responsibilities:

- Daily PPC campaign management, including identifying areas for expansion, adjusting bids, creating and A/B testing new ad copy, and landing page development/creation.
- Help us meet and exceed benchmarks for PPC campaigns across many channels
- Keyword and demographic bid optimizations
- Track and adjust ads, keywords and landing pages based on analytics
- Conduct and execute campaign experiments that drive revenue growth
- Assist in areas of Marketing as-needed, including SEO, website modifications and other marketing tasks

Professional Qualifications:

- Bachelor's degree in business, marketing, or related field
- 2 years of experience in digital advertising
- Google AdWords/Bing Ads Certification
- Understanding of relevant PPC benchmarks
- Ability to analyze data from search engines, analytics packages, internal data and make actionable decisions and recommendations
- Experience managing PPC campaigns across various platforms
- Advanced skills with Excel
- Excellent written, interpersonal communication and presentation skills
- Enthusiasm about Paid Search and the internal drive to continuously learn, improve results and keep up with the latest trends
- Extremely organized with excellent attention to detail
- Ability to multi-task with solid time management skills

About Global Software, Inc.

Global Software, Inc. is the leading provider of Microsoft Excel-based automation & reporting software solutions to enhance the world's foremost Business Intelligence (BI), Enterprise Resource Planning (ERP) and operational platforms. The Company's flagship offering, Spreadsheet Server streamlines data analytic processes and bridge the operational gap between Company data and reporting, resulting in timely and cost saving secure financial and operational reporting, budgeting, and automated report delivery. With best-in-class solutions, their Dynamic Spreadsheet Methodology (DSM), a highly scalable and efficient operating platform, and a strong track-record of success, Global Software, Inc. has grown to be the most dominant provider in Excel automation and data analysis. Spreadsheet Server is at the center of converging trends – supremacy of Microsoft Excel, demand for reporting, growth in the business automation software industry, and increased investment in IT. Founded in 1973, with worldwide headquarters in the Research Triangle region of North Carolina, USA, Global's products are used in 50+ countries, by over 2,500 supported customers, 50,000 users worldwide who are serviced by Global's 24/7/365 support infrastructure.