



Position: Digital Advertising Strategist

JOB DESCRIPTION

Olympic Media is a small but fast-growing company with several large clients in the Conservative Political space that is actively building out its corporate media buying base. This position will support both the Advertising and Fundraising efforts for a wide variety of performance marketing clients. This is a critical position for a hands-on digital advertising expert at Olympic Media focused on launching, optimizing, and reporting on digital advertising campaigns for our clients. We are looking for an experienced Digital Advertising Strategist that can help us to continue delivering exceptional ROAS across all clients. The right candidate will have experience managing at least \$2 - \$4 Million annually on performance marketing campaigns. Specifically - placement, tracking, ROI optimization, budgeting and reporting across several platforms are critical skills. Platforms include, but are not limited to; Facebook, Google (Search, Display, Video, YouTube etc.) RevContent, Outbrain, Taboola, Instagram, SnapChat, Reddit and others. Knowledge of other DSPs and PMPs is helpful but not necessary. Specifically, day-to-day duties would include the below:

- Setting-up, deploying and optimizing ad campaigns across all platforms with exceptional attention to detail.
- Producing daily reports for each ad campaign with a key focus on ROAS/ROI and other related metrics.
- Optimizing all campaigns towards the highest producing creative and messaging.
- Developing innovative ideas to help increase the volume of conversions for clients.
- Ensuring each client's overall financial metrics are being achieved as well as optimizing all spend towards highest ROAS/ROI platforms.
- Managing financial instruments to facilitate ad spend.
- Photoshop, Canva and other digital imaging software experience a plus.
- Constant over-communication with management and teammates concerning performance, changes, problems etc...

REQUIRED SKILLS

- Advanced Microsoft Excel and other Microsoft office applications
- Deep familiarity with ad platforms including Google, Facebook and others
- Preference for over-communication
- Basic design and development understanding
- Intermediate database management capabilities

Think you have what it takes? Email Mike De Robbio (derobbio@olympicmedia.com) with your cover letter and resume.

