



Title: Paid Search Assistant

Department: Digital

Reports to: Sr Paid Search Coordinator/ Team Lead

Job Summary:

The Paid Search Assistant will assist the paid search team with daily tasks and account maintenance.

Overview:

- Assists Digital Marketing and Account Team with gathering information and executing tasks to setup paid search accounts
- Creates new Google Ads accounts from the ground up
- Ensures ad copy, geographic targeting, landing pages, keywords, ad extensions (phone numbers, addresses, etc.) are compatible with dealer's website
- Performs weekly maintenance involving ad performance evaluations, updating keywords bids, and budget adjustments
- Prepares monthly invoicing and budget ordering for Google Ads accounts, with periodic activations and cancellations which require timely responses
- Creates monthly reports

Qualifications:

- College degree in Marketing or related field
- Proficiency in MS Excel, PowerPoint, and Word
- Familiarity with Google Ads and Analytics preferred
- Bilingual (Spanish/English) preferred

To apply, send your resume and cover letter to humanresources@strongautomotive.com