



Title: Display Coordinator

Department: Digital

Reports to: Digital Manager

Job Summary:

The Display Coordinator is responsible for managing all Display accounts within Google Ads.

Overview:

- Manages the day to day operation and execution for 25+ display and retargeting accounts
- Responsible for all aspects of display ads: Campaign creation and optimization, customizing target audiences, ad creation, placement optimization and landing page optimization
- Coordinates with Art Department and Account Team on campaign direction and graphics
- Manages account budgets: Monthly orders for assigned accounts, daily pacing and budget adjustments
- Completes monthly reports for assigned clients using Google Data Studio
- Main point of contact for communication regarding Display for assigned clients
- Works with Account Team to ensure that all ads are compliant
- Works with the Paid Search and Pre-Roll team and assist on account tasks as needed

Qualifications:

- College degree in Marketing or related field
- Proficiency in MS Excel, PowerPoint, and Word
- HTML experience a plus
- Familiarity with Google Analytics, WordPress, Website Platforms and Search Engine Optimization Tools a plus

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