

The Company

AppThis is an international mobile ad tech company focused on the global app ecosystem. The AppThis platform connects demand sources to a global audience. Our proprietary technology uses machine learnings to serve the most appropriate app to users in over 200 countries. Publishers use our technology to promote over 37,000 apps within native, in app or custom formats.

Responsibilities:

- Grow and maintain high volume Google Adwords accounts and campaigns.
- Optimization of keyword bids, quality score and other important account metrics.
- Execute strategies for keyword opportunities, campaign structuring, targeting, display network, and other facets of paid search.
- Generate daily reporting for all major metrics, goal tracking, revenue tracking and other paid search initiatives.
- Communication to team and management on project development, timelines, and results.

Skill set:

- Experience creating and managing Google Adwords campaigns is a must
- Adwords certification preferred
- Experience with Facebook a plus
- Comfortable managing ad spends in the amounts of \$50,000 - \$100,000 daily
- Strong Excel skills are a must, familiarity with pivot tables preferred
- High levels of integrity, autonomy, and self-motivation.
- Undergraduate degree - BA/BS required. Mathematics, engineering or science majors preferred.

Employment Type: Full-Time