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# Example of SEM Analyst Job Description

Our company is growing rapidly and is hiring for a SEM analyst. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for SEM analyst

* Adwords/Adcenter Search & Display/Facebook Campaign Building & Structuring
* Routinely communicate with New York and India-based team members and management
* Plan, manage, and execute paid search/ PPC and Shopping campaigns, including but not limited to account setup, implementation of strategies in tool, campaign structure, budget management, and daily bidding
* Execute on Shopping strategies and implement updates based on product launches
* Manages campaign budgets and pacing including estimating monthly spend forecasting traffic goals
* Plan, manage and execute strategies for Product Listing Ads and CSEs
* Daily campaign bid management with detailed attention to ROI and budget across both Paid Search and PLAs
* Daily management and optimization of paid search campaigns including campaign creation, keyword mining/negatives, bid adjustments, modifying bidding rules
* Serves as operational administrator and dashboard owner of Bright Edge tool for websites across the enterprise
* Remains current with Search Engine parameters, methodology enhancements, and best practices

## Qualifications for SEM analyst

* 2 – 4 years of experience with comprehensive understanding of each element of paid media (bid management across platforms, keyword targeting, quality score optimization, copy writing, landing page and order form development) Agency-side preferred
* Extensive hands-on experience in developing and delivering successful Search and Social strategies
* Experience with third party SEM tools such as Marin, Doubleclick a plus
* Experience in setting up and managing social campaigns within Facebook, Instagram, and Twitter
* Comprehensive understanding of keyword research
* Strong experience with SEM and Social ad copy development