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# Example of SEM Analyst Job Description

Our growing company is looking to fill the role of 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

* Spearheads SEO migration of existing organic keywords on legacy sites to new responsive redesign to maintain current SEO equity
* Monitors and analyzes traffic patterns on an on-going basis, optimizes as necessary
* Monitors paid campaigns on an on-going basis, and consults during quarterly planning on recommended changes for the upcoming quarter
* Provides regular reports enterprise wide on organic and paid performance/provides reports to Regional Digital Managers and/or Director to include in roll-up 360 reports
* Proactively communicates when websites are impacted by analysis, and proposes possible solutions
* Participates in a daily stand-up meeting in which daily work is requested, assigned and prioritized
* Maintains daily assigned workflow and follow through with deliverables on time
* You leverage ‘big data’ native to Search Marketing to enhance and extend Marketing insight
* You extract information and meaning from structured and unstructured data
* You analyze data and communicate findings to partners across the business

## Qualifications for SEM analyst

* 2-3 years minimum experience in online marketing with a focus on PLA and SEM campaign management, or equivalent experience
* PLA and SEM bid management platform experience a plus
* Experience in finance, accounting and data entry, strongly preferred
* Previous internship in finance, advertising and or digital media is a plus
* Billing/operations experience from another company/agency, preferred
* Proactive ability to manage multiple tasks to completion