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# Example of SEM Analyst Job Description

Our innovative and growing company is searching for experienced candidates for the position of SEM analyst. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don’t fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for SEM analyst

* You work closely with the Search Marketing team on identifying business opportunities and driving solutions with analytics
* Optimize and work with pay-per-click accounts
* Execute paid search, display and social ad strategies
* Provide accurate campaign reporting and analysis
* Provide campaign performance insight through standard and ad hoc reporting
* Setup & Troubleshoot tracking needs
* Perform keyword research and opportunity analysis
* Perform market research & behavioral opportunity research
* Supporting Marketing Advisors for client review meetings
* Working with vendor support perform routine maintenance, upgrades, and troubleshooting for the implemented vendor solutions as needed

## Qualifications for SEM analyst

* Strong interpersonal skills and positive attitude, the ability to work as part of a team and to build strong working relationships
* Good problem solving and communications skills, curious and analytical approach to work
* Platforms like Kenshoo, Marin, AdLens, HubSpot, and Marketo experience is a big plus
* College degree, preferably in business, marketing, economics, finance or math
* Basic understanding of Google, Yahoo & Bing with proficiency in MS Office Suite
* Basic understanding of at least one bidding platform such as Marin, Kenshoo or Doubleclick