



Senior Strategist, Paid Search and Social

Job Description

Bolt PR, a national, award-winning public relations and digital marketing agency is seeking a highly skilled, organized and results-driven Senior Strategist to lead paid search and social campaigns for a variety of B2B and B2C client and agency accounts.

The Sr. Strategist will be responsible for driving PPC strategy, design, implementation and analysis of world-class campaigns, and communicating about all steps of the process and results with clients. This is a highly focused role and candidates will only be considered if they have had a dedicated professional concentration in paid search and social for at least the last three years.

Responsibilities:

- Execute daily account responsibilities associated with Facebook, Google, Bing, LinkedIn, Pinterest and other advertising digital platforms for a variety of clients
- Provide recommendations for campaign structuring, targeting, optimization strategy and other necessary components of the PPC plan based on client goals
- Establish and monitor keyword bids, negative keywords, daily and monthly budgets, campaign targeting and additional metrics
- Develop and lead (in collaboration with the team) all copy and other ad requirements, such as landing pages and visuals
- Provide continuous monitoring to modify campaigns for the best performance
- Generate reports for all major metrics and goals tracking
- Serve as the primary client contact for all PPC-related activities
- Collaborate with the internal team and communicate on project status, timelines and results
- Keep pace with search and PPC industry trends and developments, and educate team and clients accordingly

Qualifications:

- 3-8 years of experience specifically focused on PPC required, preferably in an agency setting
- Proven in-depth expertise running successful large-scale campaigns on Facebook and Google Ads required
- Some experience on LinkedIn, Bing and other platforms required
- Additional experience in SEO, landing pages or other digital marketing practice areas desirable
- Strong analytics skills to evaluate and present data, and make recommendations accordingly
- Exceptional client relations and customer service skills
- Ability to multitask and work in a very fast-paced, deadline-driven environment with strong attention to detail
- Extremely organized



Company Details:

- This is a remote position
- Bolt PR is pleased to offer a number of benefits and perks, including:
 - Company-paid employee medical insurance
 - Dental insurance
 - Vision insurance
 - Matching 401K
 - Unlimited PTO
 - Dedicated professional development programming, and other perks, such as Bolt Exceeds (rewards program) and Bolt Back (philanthropic initiatives)

To Apply:

- Please submit resume to careers@boltpr.com. Thank you!