

## Digital Advertising Specialist (Freelancer)

### Overview

Clumsy ads can't hide under your scrutinizing gaze and you're on good terms with Google Display. You know how to reach audiences, even if they're not down with digital. Keywords were your best friends before it was cool to have them around. If this reads like your personal horoscope than you might want to join our network of freelance digital advertising specialists.

Whether you're into SEA, Twitter and Facebook ads, or classic advertising, you know how to rock the advertising landscape and you're eager to experiment with new ideas. This is an opportunity to join a team where you will be working with a group of Account Managers, Project Coordinators, Strategists, Developers, Social Media Specialists, Content Writers and Creatives to use digital media to drive results.

### Responsibilities

- Creating and executing best-in-class digital media advertising campaign strategies for clients on platforms such as Twitter, Facebook, Instagram, LinkedIn, YouTube and Google Ads;
- Overseeing project advertising budgets to deliver high-quality products within budget and desired goals;
- Researching and building target audiences and keyword lists based on the clients' needs and objectives;
- Running day-to-day operations of digital advertising campaigns, including:
  - Monitoring and assessing ad performance to identify areas for improvement and optimization.
  - Planning and monitoring ad spend and budget.
  - Reporting on key metrics on a weekly and monthly basis.

### Ideal Profile

- Excellent oral and written English skills;
- Experience in marketing and communication;
- Experience working with digital media advertising and strategy;
- Able to pick up an advertising project on any platform and hit the ground running
- Ability to multitask in a very fast-paced, often rapidly-changing environment;
- Sense of humor, creative energy and a great team player;
- Ability to work under pressure and handle stress.

If you're a in the middle of your career, between jobs or just looking for new freelance opportunities, this is the perfect job for you.

Interested? Send us your CV and motivation letter to [jobs@znconsulting.com](mailto:jobs@znconsulting.com) and tell us why you would like to join our team. Good luck! ☺