



# **MEDIA BUYER**

## **Google Ads / YouTube**

### **(FREELANCER)**

#### **YOU ARE HIGHLY MOTIVATED?!**

**You like to work in a team consisting of young, dynamic colleagues, you like to take responsibility, you like to lead projects and you implement our unique customer obsessed company philosophy (CUSTOMER OBSESSION).**

#### **What you do at our company:**

- **You are a specialist for our clients' performance marketing activities on Google Ads and YouTube Advertising** and take over tasks for our Paid SEM measures along the customer journey with the goal: to generate leads and sales.
- **You develop effective ads in sparring with our brand and creative team** and also look behind the ads to the landing pages to maximize conversion rates.
- **You continuously monitor all campaigns and funnels as well as A/B testing your ads.** You successfully present your analyses and recommendations for action based on this to the clients / team members and continuously adjust the campaigns after consultation with the appropriate measures.
- **You collaborate with cross-functional teams** of the client from Product, Sales and Marketing.
- **You identify and test** new and innovative growth areas in the Paid SEM space (Google / ...).

## **What you should bring with you:**

- You already have experience in planning, managing and optimizing Paid SEM campaigns (Google Ads and / or YouTube Advertising).
- You constantly keep your finger on the pulse of time in order to recognize current trends and develop new ideas. So you always give new impulses and ideas, for example on SEM ADS strategies.
- You are curious to extend your experience to other platforms of SEM paid ads marketing.
- You express your passion and expertise for the field in well-founded analyses and data-supported reporting and recommendations for action.
- You know where to place the right content in the buyer journey, how to measure success and derive optimization measures by analyzing campaign KPIs.
- You think in a networked and cross-channel way, you interface with Sales and the Conversion team, keep track of where your campaigns impact other areas and enjoy driving our clients' performance forward across teams.
- You love to dive deep into campaigns and take a holistic view of performance and continuously improve it.
- Your in-depth experience with common tools such as Google Ads, Google Analytics, Google Trends, Google Tag Manager (tracking integration) makes buying, set-up, targeting and optimization easy.

## This is what you can expect from us:

- **HIGH PERFORMER CULTURE:** You take responsibility from the very beginning. Radical transparency and open-mindedness are practiced here. In addition, if you perform very well, you will also be promoted in the best possible way.
- **THE TEAM IS KEY:** Every week online meetings via Google Meet and an internal chat system for exchange. Regular meetings in our offices / coworking spaces. Mega good team events where we celebrate our successes together.
- **CONTINUOUS LEARNING:** We offer you ongoing development and training opportunities. Both for your job expertise, as well as for holistic areas of life. (personality development).
- **HOME-OFFICE:** You can usually work most of the time as a remote worker or in your home office. If you want, also on an island in the sun. We don't have a time clock either, we work result-oriented.
- **INCENTIVES:** We always create new incentives to motivate you to perform at your best! Incentives: Like vacations, wellness weekends, driving sports cars or visiting soccer matches are standard with us.
- **PROFIT PARTICIPATION:** As stated in our principles, every person who works for us is also a partner for us. That's why we also give you a share in the success of the company, either financially or in the form of company shares.
- **ONLINE ACADEMY:** You get access to our onboarding online portal, with numerous in-depth training videos, exercises and checklists. You can get the most out of your training or become an expert from the comfort of your own home.
- **MENTORING:** You will have a mentor from the beginning, and later on several mentors for different parts of the program to support you. Our mentors are among the best experts in the DACH region and internationally.
- **NETWORK:** You get access to our exclusive network and can use it for your professional and private life. Our network includes thousands of highly qualified people that you would normally have a hard time getting access to.

- **WHAT NEXT:** Maximum onboarding support. Direct support and communication on projects (1on1) by Managing Director: Guido Celli-Urbani personally. Total transparency, reliability, honesty and commitment towards you. Occasional business trips, **GOOD PAY**.

## **INTEREST?**

**Then please send me your application, consisting of a few lines about yourself or a short video of you and your resume to:**  
[guido.celliurbani@celli.agency](mailto:guido.celliurbani@celli.agency)