

## Online Advertising Campaign Optimiser - Fluent Italian

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Company: Majorel Poland Global

Location: Kraków

Category: other-general

Full Time

with/without Professional Experience

We're hiring at our location in Kraków

### Online Advertising Campaign Optimiser - Fluent Italian

**Reporting to:** Team Leader

**Location:** Quattro Business Park in Kraków

**Work Type:** Hybrid Working (3 days office/2 days home)

### Overall Job Purpose

As an Advertising Campaign Optimizer, you will be part of a multinational team, building new campaigns, optimizing and localizing existing campaigns for customers. You will use your marketing skills to review the client's business model and website and implement the best optimization strategy to achieve the client's goals. The goal of the optimization will be to increase return on investment, drive traffic to the clients website or increase brand awareness for the client in your specific market.

### Duties and Responsibilities

Optimization and creation of new campaigns using your marketing insights and tools to create campaigns, ad groups, ad texts, keywords and extensions to achieve client's expectations

Optimization and creation of digital marketing campaign types, such as: Search, Display

Localisation of existing campaigns through keyword localisation, ad text localisation and extension localisation

Understanding and adapting to on-going product and technology developments

Understanding local market trends and seasonal trends

Internet research to understand products and competitors

Manage the quality of your work in line with the clients policies and procedures

Ensure excellent use of spelling and grammar is maintain in all tasks

Manage and complete a set number of campaigns per week

### **Required Qualifications & Experience**

Fluency in written and spoken Italian and English is essential

Experience working in marketing or online advertising is desirable

Specified market knowledge and experience is essential

Demonstrates high level of creativity and innovative thinking

Strong Microsoft Excel skills

Excellent communication skills

High attention to detail

Experience working in a multicultural environment is an advantage

Ability to multitask

BA/BSc degree or equivalent is preferable

### **Competencies**

Understanding the Role



The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.

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A big team is looking forward to you. [Apply here!](#)

Majorel/Teleperformance | Human Resources | Susanna Yossef

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