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# PROMOTIONAL INDUSTRY SEARCH ENGINE MARKETING MANAGER

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## Job Description

C-Slide, a leading supplier of technology accessories, is seeking an experienced Search Engine Marketing Manager to join our marketing team, working at our corporate headquarters in Lehi, UT. The perfect candidate will be an enthusiastic, driven individual who has extensive experience actively and successfully managing digital ads including **ESP, Sage, Distributor Central, Common Sku, Google and Amazon**, as well as other marketing strategies including email and landing page content creation and optimization. Your primary responsibilities will be to manage existing and implement new lead generating activities through C-Slide's digital assets.

## Job Responsibilities

- Manage day-to-day ad optimization activities including building and managing bidding strategies, quality score improvements, ad copywriting, testing and optimization, keyword research, budget forecasting, campaign reporting and analysis, and continuous program improvement. Execute a roadmap of SEM strategies to increase organic search rankings & traffic
- Help with website development and ensure the content copy is suitable for SEM optimization
- Document, prioritize and implement SEM techniques such as title and meta tag A/B testing, indexing improvement, link building, overall site architecture and content optimization
- Direct search engine performance tracking and assess search outcomes
- Complete research and analysis of website traffic, Promo industry search engine platforms and page content to provide recommendations for technical SEM enhancements;
- Monitor, analyze and report on SEM technical performance
- Research and stay up-to-date on new developments, trends, and technologies within the SEM space
- Coordinate effective marketing automation and email marketing campaigns.
- Conduct website audits and prepare recommendations
- Track KPIs to assess performance and pinpoint issues
- Write attractive and concise content and curate copy and ideas
- Develop new campaigns across multiple channels
- Build, manage and execute the company's search engine and advertising strategy
- Monitor, on an on-going basis, SEM results and manage projects to ensure continued high rankings
- Monitor campaign results, analyze key metrics, and optimize click-through and conversion rates

- Audit competitor and promotional product sites for new ideas and competitive advantages
- Maximize click-through rate (CTR), keyword quality score, and conversion rate through best practice and continuous testing efforts
- Update company website (for minor changes) when required and oversee third party website development (for major changes)

## Skills / Experience

- 3+ years of experience managing digital ads in the promotional product industry, with a focus on optimization.
- Strong understanding of web development techniques as relatable to SEM
- Expertise in managing on-page optimizations (metadata, keyword usage, internal linking, etc.)
- Content management systems and knowledge including HTML, XML, JavaScript, FLASH, and CSS as they relate to SEM
- Extensive experience utilizing leading SEM, web analytics and search research tools and technologies
- Ability to prioritize multiple tasks and work with short timelines to meet deadlines
- Strong written and verbal communication skills
- Exhibit strong attention to detail
- Analytical skills; ability to use data to generate meaningful insights and business outcomes
- Experience executing B2B e-mail marketing best practices and A/B testing
- Ability to identify and own issues, find answers, and collaborate with team members for process improvement
- Ability to organize data for proper analysis
- Self-motivated and ability to multi-task
- Experience with HTML and CSS are a plus
- Google AdWords & Google Analytics Certification, and Conversion Optimization training a plus
- Experience in the promotional products industry a plus
- Experience using Zoho CRM and/or Zoho One a plus

Please send all resumes to [promosalesjobs3@gmail.com](mailto:promosalesjobs3@gmail.com)