

## Senior Digital Marketing Manager

**Fujisan Marketing**, a Seattle based digital marketing firm with proven results for strategy, execution and communication, is searching for a **Senior Digital Marketing Manager**. The ideal candidate will be data-driven and have proven success managing numerous search engine marketing campaigns. The **Senior Digital Marketing Manager** will create new campaigns, conduct bid management and optimization, and prepare campaign reports. The keys to success in this role are confidence, accountability, and an action-oriented attitude. Position is located in Fremont.

### Key Responsibilities of the Senior Digital Marketing Manager:

- Collaborate closely with client and agency team members to achieve project goals
- Develop keyword lists and ad copy for search campaigns
- Create new paid search campaigns (PPC, Display) utilizing internal Web-based systems
- Proactively identify and implement potential campaign improvements and optimizations
- Keyword Research, Competitive Analysis and Budget management
- Assess landing pages used in search engine marketing campaigns
- Create campaign reports
- Monitor new trends in Search and make recommendations to client-facing staff
- Manage new client projects from initiation to completion
- Work with the Fujisan Marketing project managers regarding timelines and deliverables
- Translate business goals into deliverables

### What the Successful Senior Digital Marketing Manager will have:

- Bachelor's Degree in Marketing, Business, or related field.
- 3-5 years' experience in search engine marketing on Google and Bing.
- Strong SEO background and experience.
- Familiarity with Google Analytics or other third-party analytics and optimization tools
- Strong working knowledge of Microsoft Office and Google Forms
- Excellent client-facing and internal communications skills
- Excellent verbal and written communications skills, high degree of professionalism, and strong attention to detail
- Must have the ability to multitask and work within firm deadlines
- Prior experience with PPC and SEO competitive analysis tools
- Agency experience or experience working with multiple advertisers is a plus

### Outstanding Benefits include:

- Competitive compensation
- Health and dental
- Generous PTO and paid holidays
- Simple IRA with company match

The services at Fujisan Marketing include Pay-Per-Click Management, Search Engine Optimization, Display Advertising, Landing Page Development/Testing, and Google Analytics consulting. The culture is a unique blend of accountability, team first attitude, excellence and having a strong character. To learn more, go to [www.fujisanmarketing.com](http://www.fujisanmarketing.com).

Fujisan Marketing values a diverse workplace and strongly encourages women, people of color, LGBT individuals, people with disabilities, members of ethnic minorities, foreign-born residents, and veterans to apply. If you would like to be a part of this dynamic company, submit your cover letter, resume and salary requirements.

***Fujisan Marketing has partnered with All Things HR, an external HR Consulting Company, to assist with their hiring process. Submit your resume to [jobs@allthings-hr.com](mailto:jobs@allthings-hr.com).***