

Role Snapshot

SEM/SEO Specialist

The SEM/SEO specialist produces ethical and cutting-edge search engine optimization (SEO) strategies to maximize natural/organic search engine visibility for the agency and its clients. The SEM/SEO specialist is also responsible for search engine marketing (SEM), managing or supervising the monitoring of paid search campaigns, reporting on search performance, and evolving agency search marketing best practices. This person should be experienced in search ad copywriting and best practices.

The SEM/SEO specialist must be proficient in website analytics tools and bring a broad knowledge of web development, online marketing and integrated campaigns to the daily execution of client and agency marketing efforts. The SEM/SEO specialist will also be expected to stay current with developments in search engine technology and relationships to continually improve client and agency methodology and understanding of the search marketing sector.

Required Experience: 2+ years

Required Education: Business, marketing or similar 4-year degree

Interested?

Send your resume and cover letter to HR@AcrobatAnt.com and start the conversation. And, please answer this one question in your email: **Why should we consider you for the Ant Colony?**