

# Paid Media Specialist

**Location:** Denver CO – Downtown – In-Office

The Paid Media Specialist integrates data and creativity, analyzes research and results, identifies key insights, and defines campaign strategy. A successful candidate has a track record of planning and implementing results-driven multi-channel campaigns (with an emphasis on, but not exclusively, digital), understands how to optimize each channel, and thrives on measuring results. We are looking for an ambitious and proactive individual who can create and manage (digital) media campaigns for agency accounts. You must be passionate about your career, and the quality of work.

## Essential Duties and Responsibilities

- Research and evaluate growth opportunities, prioritize the most impactful strategies, and evaluate data to design successful digital campaigns.
- Analysis, creation, execution, and optimization of paid digital-media campaigns (including, but not limited to, Google Ads, Meta Ads, Microsoft Ads, LinkedIn Ads, etc).
- Utilize google analytics, google tag manager, google search console, UTM tracking, and other analytics platforms.
- This role will collaborate closely with the Content Marketing Manager on digital/content marketing strategy, sales optimization, campaigns, partner marketing initiatives, design of email automation, landing pages, and analytics.
- This role will collaborate closely with the Art Director for graphics and design for print and digital campaigns.
- Keep up to date with the latest digital trends, marketing tools, and industry news, leveraging them for campaigns.
- Actively participate in all team & department meetings to drive team success.

**Send Resume and cover-letter to:**  
Real FiG Advertising + Marketing  
Zachary Rischitelli  
<https://www.figadvertising.com/about/careers>

## Qualifications:

- 2+ years of experience in managing and delivering successful digital media campaigns.
- Verifiable examples of digital marketing successes and wins.
- Have a strong understanding of social platforms including but not limited to Facebook, Twitter, LinkedIn, YouTube, Instagram, etc.
- At least 2 years of experience with social tools and analytics and digital media platforms (e.g. Facebook Ads, Google Ads, Video Ads, Display Networks, Microsoft Ads and other relevant paid media channels). Marketing automation platforms (e.g. Sharp Spring, ActiveCampaign, Hubspot, or similar) experience is a plus.
- Ability to develop campaigns tailored to clients' individual markets.
- Able to work under a tight deadline and be able to handle multiple projects at any given time.
- Excellent professional written and verbal communication skills.
- Strong organizational skills and attention to detail.

## Compensation:

- \$48,000 to \$60,000 annually based on experience

## Benefits:

- Retirement account with match
- Health insurance

- Unlimited PTO
- Wellness benefits

## Company Overview

Real FiG Advertising and Marketing is an established, award-winning, full-service marketing agency, specializing in generating inbound leads for our clients using digital and traditional marketing avenues. We think that every business communications piece should look its best, but looks mean nothing without strategy and ROI. Helping clients better connect with their customers is what we do.

### Company Values

- Integrity
- Ethical treatment of clients, vendors, and employees
- Creativity tempered with strategy
- Consistent and open communication with clients

### Company Culture

- We're all in this together
- Pride in quality work and client results
- Team happy hours and activities
- Personal responsibility