



Media Buyer

About the Role

The Media Buyer position will research, develop, plan and execute successful ROI driven performance-based digital media acquisition campaigns across multiple brands. This involves integrated prospecting and re-targeting strategies to deliver allowable CPA. Media Buyer should have proven success buying this type of ROI focused acquisition media.

Responsibilities:

- Identify, test and scale successful new traffic sources.
- Generate analytics and tracking reports, using GA and internal data management platform
- Manage advertising compliance standards.
- Own and operate all steps of the digital ad operations process:
 - Overseeing text and display creative creation, split testing, and optimization.
 - Recommending landing page optimization.
 - Performance reporting.
 - Source level CPA optimizations to hit target CPA, LTV and MER targets.
- Carefully analyze media schedules to determine poor rotations, missed spots, and etc.
- Meet and exceed budgeted goals for, revenue/customers within CPA allowable by brand and media source and constantly seek alternative outlets for better results.
- Build and maintain positive relationships with various digital media vendors.
- Analyze data to evaluate campaign and strategy progress for company.
- Perform quality assurance processes on all campaign outlets to ensure proper working condition and regulatory compliance of all content.
- Work closely with internal teams (e.g. creative) and other media buying entities (SEM, Off-line, etc.) to achieve best overall results for the brands/company.
- Troubleshoots and reconciles media billing discrepancies.

Desired Skills and Experience:

- 3-5 years' experience acquiring customers in a performance based Direct Response digital media buying/planning. This must include specifically working with publishers/publisher platforms directly, not just through 3rd parties. Experience in a continuity/subscription model and/or nutritional supplements category a plus.
- Expertise in all forms of display: direct buy, working with DSPs, ad exchanges, ad servers and creative formats
- Experience in testing and optimizing display ad creative



- Experience setting up A/B split tests and Multi variant testing and optimizing landing pages for conversions
- Strong creative skills; has an eye for creating display creative and text ad copy that drives qualified traffic at a high CTR; able to brainstorm and create ad concepts and work with designers to bring it to life
- Organized, systematic, and able to identify and address issues
- Ability to manage expectations and prioritize initiatives based on potential gains and alignment with business goals
- Exceptional analytic and strategic thinking skills
- Experience with remarketing
- Have demonstrable work history of meeting and exceeding established CPA and Conversions targets
- Must have strong communication and interpersonal skills and the ability to establish, develop and maintain business relationships, particularly with publishers/vendors
- Exhibit flexibility; capable of adjusting to changing priorities
- Be resourceful and able to solve unstructured problems with little to no supervision in a fast paced, high stakes environment
- Demonstrates a strong ability to contribute to the business along with department staff members, managers, and establish collaborative relationships with peers
- Innovative and stays on the cutting edge of new technology and opportunities; leverages strong relationships with digital vendors to identify, develop and test new opportunities to yield significant new quality traffic sources.
- Think strategically and understand the purpose of every campaign.
- Accept responsibility & make decisions. We're a smaller team. It's on you.
- Demonstrate solid technical and negotiating skills