

True Action Network

Position: Marketing Associate, Paid Search

Date: January 2012

Location: New York City

The Company

True Action Network is rapidly growing full-service digital & interactive marketing and design agency focused on driving quantifiable consumer actions that result in profitable transactions. We are the leading **Performance Marketing** agency in North America and serve over 60 clients including many of the world's leading consumer brands. Unlike the vast majority of our competitors, we always strive to share risk and reward with our clients through a highly compelling revenue and profit share business model. In short, we are focused on driving measurable results for our clients.

At True Action Network we design and deliver highly effective solutions thanks to our deep understanding of strategy, design, marketing, technology, user research, analytics, and measurement. True Action Network's three North American offices are located in New York, NY, Philadelphia Metro (King of Prussia, PA) and Los Angeles, CA. With over 300 marketing professionals, spanning various disciplines and backgrounds, we have become a force to be reckoned with in the marketing services industry.

True Action Network is part of GSI Commerce's Marketing Services division that recently ranked among the Top 15 U.S. Digital Agencies by Advertising Age (ranked as "GSI Interactive Marketing"). GSI Commerce, an eBay company (<http://www.ebayinc.com>), is a leader in global e-commerce services with over 4,500 employees and 500+ clients globally. You can view GSI's Marketing Services offerings at http://www.gsicommerce.com/marketing_services

The Role

- Provide complete management of Paid Search campaigns against defined success metrics; responsible for planning, developing keyword lists and text creative, implementation, optimization, testing and performance analysis.
- Provide thorough analysis of paid search campaigns via bid management and reporting tools
- Assist with management of interns and interactive marketing associates
- Execute competitive research utilizing comprehensive tool sets
- Provide strategic planning direction and campaign management for select GSI partner search marketing programs including paid search and comparison shopping engines.
- Manage relationships with search engine vendors and other third parties on behalf of your GSI partner
- Support client services, manager and director teams as needed
- Support new business development efforts and contribute to PowerPoint presentations
- Contribute to internal status meetings and external partner meetings
- Execute best practice strategies and methodologies to maximize GSI business partner's search marketing programs
- Identify additional search channels and tactics that assist in achieving partner marketing objectives
- Stay current with all search industry developments and best practices

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- Provide point-of-view (POV) summaries for industry topics, best practices or new online marketing opportunities
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Essential Skills & Experience

- Excellent organizational, communication, negotiation, and analytical skills, with strong attention to detail required.
- Superior leadership skills and proven ability to work well in a team environment.
- BA/BS degree, plus 1-3 years online marketing experience. Search marketing program management required.
- Thorough knowledge of MS Word and Outlook.
- Extensive experience and familiarity with MS Excel.
- Independent worker and a self-starter.
- Must be able to multi-task in a fast-paced and dynamic environment