



SEM Specialist / Google Adwords Expert (Makati, Davao, Iloilo)

Company: Eversun Software Philippines Corp. focuses on building successful businesses on the Internet. Our team has specialties in building online communities, web publishing, and e-commerce. We are actively seeking creative and self-motivated individuals with skills in journalism, critical thinking, research, graphic design, marketing, software development, and system administration.

MAJOR RESPONSIBILITIES:

- Monitor all SEM strategies that will contribute to the client's business growth;
- Perform Online Marketing campaigns and strategies aligned with existing SEO and SEM goals;
- Apply tried-and-tested rules and principles of SEM for website development and promotion;
- Research and identify current Online Marketing trends;
- Perform keyword research and density analysis to provide actionable SEM recommendations;
- Utilize analytical and research tools for keywords, backlinks, PPC, pagerank, social presence, competitive intelligence;
- Stay updated with new advances in SEM and online marketing trends;
- Manage viral marketing link building Adsense / Adwords and search optimization campaigns;
- Promote websites / products through link building, email marketing, and social networking.

OTHER TASKS:

- Writing and Rewriting Articles / Web Content Optimization;
- Product and Website Reviews;
- Capable of learning new trends and white hat strategies for online marketing;
- Write original, well-researched and keyword-optimized articles;
- Basic link building/ Search Engine Optimization;
- Gathering data online, analyzing data and creating reports.

REQUIREMENTS AND QUALIFICATIONS

- Candidates must possess a Bachelor's/College Degree
- Computer Science/Information Technology, Engineering (Computer/Telecommunication) graduates are preferred
- Required language(s): English
- Must have 1-4 Years Experience in Search Engine Marketing, Search Engine Optimization, Pay Per Click Advertising, and Google Adwords
- Must have Google Adwords Certification
- Full-Time positions available

How to Apply: Send your resume to hr@eversun.ph or hr_davaobranch@agentsofvalue.com

Company Website: <http://www.eversun.ph>