



QUESTIONS TO ASK YOURSELF

Are you humble, driven, and sharp? Do you bring strong work ethic and accountability in everything you do? Are you excited about joining a fast-growing company with unlimited potential for growth? Do you want to work for an employer who invests in your personal and professional development, with significant financial rewards for delivering outstanding business results?

If this sounds like you, then we should chat.

RESPONSIBILITIES

Viden Marketing is seeking a dynamic professional to join our digital team as a Paid Digital Marketing Specialist. The ideal candidate will be experienced and passionate about managing and optimizing digital advertising campaigns across multiple platforms, focusing on driving measurable results for our clients. This role presents significant opportunities for both professional development and financial reward. If you're eager to contribute to a rapidly growing team and play a pivotal role in Viden's future success, we encourage you to keep reading and consider applying.

The paid digital marketing specialist will be responsible for the hands-on day-to-day management of paid digital marketing campaigns, including paid search, display, and social advertising strategies across both B2B and B2C businesses. This role requires a strategic thinker with an active management approach to campaign execution and optimization, aligning with Viden Marketing's commitment to deliver measurable results for our clients.

As a paid digital marketing specialist, you'll be accountable to the following key responsibilities.

- **Strategy and Planning**
 - Conduct research to understand target keywords, audiences, competitive landscapes, and industry trends.
 - Develop comprehensive strategies tailored to specific client objectives.
 - Identify key platforms and channels to maximize campaign reach and effectiveness.
 - Stay updated on emerging digital trends and innovative ad formats to drive incremental performance and learnings.
- **Campaign Execution**
 - Build and launch campaigns across paid platforms (Google Ads, Microsoft Advertising, Meta Ads Manager, LinkedIn Campaign Manager, etc.).
 - Create and test ad copy, visuals, and formats to identify high-performing combinations.
 - Troubleshoot technical issues related to campaign setup or delivery.
- **Data Analysis**
 - Implement and manage tracking systems to measure performance.
 - Monitor key performance indicators (KPIs) such as cost per conversion and return on ad spend (ROAS).

- Generate regular performance reports and present actionable insights to clients or stakeholders.
- Identify opportunities for campaign optimization and A/B testing.
- Use data visualization tools to communicate findings effectively.
- **Budget Management**
 - Allocate budgets strategically across campaigns to achieve client goals.
 - Track daily spending to ensure adherence to campaign budgets.
 - Negotiate media buys and pricing to secure cost-effective placements.
 - Provide financial forecasting and analysis.
- **Collaboration and Communication**
 - Work closely with account managers, creative teams, and clients to align on campaign objectives.
 - Foster relationships with platform representatives (e.g. Google Growth Strategists, Meta Marketing Pros, etc.).
 - Collaborate on cross-functional marketing initiatives, integrating paid media with broader campaigns.
 - Provide training or mentorship to junior team members when needed.

QUALIFICATIONS & SKILLS

- **Cultural Fit and Work Ethic**
 - Strong cultural fit is valued as equally important as technical skills.
 - Passion for driving performance and staying updated on the evolving paid media landscape.
 - Curious and motivated by growth—for clients, the company, and personal development (in that order).
 - Career-driven with a passion for excellence, not just focused on a job but on long-term success.
- **Experience and Technical Skill**
 - Proficient in digital advertising platforms like Google Ads, Meta, LinkedIn, and analytics tools.
 - Experience in campaign tracking, optimization, and A/B testing.
 - The ideal candidate will have strong experience with GA4 as well as managing events, scripts, pixels, and UTM parameters primarily using Google Tag Manager.
 - 2-5 years of experience actively managing Google Ads and Meta Ads campaigns.
- **Analytical and Data-Driven Mindset**
 - Data driven and analytical, with the ability to interpret performance metrics, derive actionable insights, and optimize performance to meet client goals.
 - Strong attention to detail and accuracy in managing campaigns and performance tracking.
- **Organization and Communication Skills**
 - Ability to thrive in a fast-paced environment, adapting to changing priorities and client needs.
 - Exceptional written, oral, and presentation skills for effectively communicating with clients, vendors, and internal teams.
 - Highly organized and capable of managing multiple campaigns and budgets simultaneously, with a demonstrated ability to prioritize workload and meet deadlines.
- **Education**
 - College degree in marketing, advertising, communications or a related field preferred.



- **Location Requirement**
 - Must be able to work in person at Minneapolis-based office (near 494 and France Avenue).

BENEFITS AWAITING YOU

- Competitive salary
- Generous bonus program
- Company subsidized health insurance plan
- Retirement plan with company contribution
- Company provided life insurance
- Profit sharing program
- Generous PTO plus paid company holidays
- Summer Fridays (discretionary)
- Free covered parking (494 & France Avenue)
- Working with a large variety of prospects and clients from multiple industries
- Experience working within a fast-paced marketing agency setting
- Skyrocketing potential for learning, growth, and upward mobility
- Company sponsored events

HOW TO APPLY

- Email a resume and reasons why you feel you are uniquely qualified to Careers@VidenMarketing.com.

COMPANY OVERVIEW

Viden is a data-driven marketing and media buying agency focused on creating customer acquisition and direct marketing campaigns for our clients. We work closely with advertisers and media outlets across the country to help our clients acquire new customers and generate new revenue streams. If you enjoy a fast-paced environment where you can go home at the end of the day feeling like your job matters, Viden is the place for you.

