



## Online Marketing Manager – Paid Search

We are looking for an ambitious Online Marketing Manager to join the ShopAtHome.com site team and contribute to the phenomenal growth we are experiencing - ranked #715 on the fastest growing private companies list in 2011 by Inc. Magazine. The ideal candidate will have a passion for Paid Search and online marketing. This person must have excellent creative and analytic capabilities.

This position is ideal for a talented person who wants to work in a fast paced environment, working on-site with terrific people at our convenient location in the DTC.

### Responsibilities:

Develop and manage Paid Search initiatives including, but not limited to:

- Driving revenue growth through ongoing A/B and Multivariate creative testing
- Develop keyword research strategies, set benchmarking, and manage reporting for site's paid marketing optimization efforts.
- Use research to create and optimize campaigns
- This position requires you to think strategically, develop a plan for execution and then project manage to completion
- Perform, analyze and share competitive benchmark reporting to continually exceed set performance goals
- Create effective strategic goals to define success; monitor, report and exceed

### Desired Skills & Experience:

- 3+ years in Search marketing
- Strong personnel management skills; strategic thinker
- Proven track record in identifying opportunities and growing paid search programs
- Excellent written and oral communication skills; must communicate effectively across departments
- Advanced proficiency in Excel required
- Excellent data analysis skills
- Detail oriented and very organized

### Employees enjoy:

- Competitive compensation
- 15 days of Paid Time Off (PTO) annually
- 10 paid company holidays
- Medical, dental, vision & life insurance for employees and their dependents
- Matching 401(k) savings plan
- Flexible Spending Accounts
- Free on site gym (no excuses.....)
- Company Events and Bagel Fridays (don't forget the gym.....)
- Working with the greatest people ever!

ShopAtHome.com helps more than 15,000 online stores generate leads and sales through one of the largest coupon and discount shopping sites on the Web. With over 20 million customers and 25 years in the lead generation business, we are the leader in online coupons and deals.

ShopAtHome.com is located at our Greenwood Village, Colorado office near Quebec and Bellevue. Please submit a cover letter indicating position applied for, resume, and salary requirements to [recruiting@ShopAtHome.com](mailto:recruiting@ShopAtHome.com).