



Paid Media Manager

Job Summary:

F Street is an investment firm based in Milwaukee, WI, with a proven track record of successful investments, primarily in real estate-related products. Our team is composed of experienced professionals who are focused on generating strong returns for our investors. We are currently seeking a Paid Media Manager to join our team.

Duties/Responsibilities:

- Manage and optimize Google Ads accounts daily, including keyword bids, budgets, impression share, quality scores, and display network placements.
- Develop and maintain keyword lists, search terms, and ad copy and graphical designs to maximize engagement and ROI.
- Set up and manage Meta campaigns focusing on targeting, budgets, placements, and lead forms while curating visuals, copy, and formats.
- Conduct A/B testing and manage remarketing campaigns to refine creative and audience engagement across platforms.
- Monitor and analyze campaign performance across platforms, providing actionable insights and identifying opportunities for improvement.
- Generate reports on key metrics, goal progress, and revenue impact aligned with stakeholder objectives.
- Identify new advertising channels, including industry-specific platforms, to expand reach and improve targeting strategies.
- Stay up-to-date with platform updates, advertising trends, and best practices to keep campaigns competitive and innovative.

Required Skills/Abilities:

- Strong analytical skills to interpret data and solve problems independently.
- Ability to prioritize tasks and resolve issues with minimal oversight and clear communication.
- Proactive in identifying growth opportunities and new advertising channels.
- Highly computer literate and proficient in digital tools and platforms.

Education and Experience:

- Bachelor's degree in related field preferred.
- At least 2-3 years of experience in Search Engine Marketing (SEM) and/or Paid Media.
- Experience with website analysis using a variety of analytics tools including Google Analytics as well as internal reporting tools.
- Experience working with popular PPC ad platforms (Google Ads, Bing AdCenter, etc.) and Social Advertising (Facebook, Instagram, LinkedIn, etc.)
- Proficiency in managing moderate to large scale PPC accounts in a variety of different markets.
- Google Ads certification a plus.



If you meet the above requirements and are excited about the opportunity to work in a dynamic and growing investment firm, we encourage you to submit your application for consideration.

Perks:

- 401(k) company match
- Medical, Dental, and Vision Insurance
- Paid Holidays
- Free Parking Pass
- Access to state-of-the-art workout facilities
- Free drinks (Coffee, Energy, Soda, Tea, Beer, etc.)
- Get paid in Bitcoin (optional)
- F Street Gear

Compensation:

- \$85,000-\$95,000 annual salary
- Bonus opportunities based on performance and goal achievement