

3/29/10

## **Interactive Projects Coordinator**

We're looking for an individual who has a passion for technology, is a quick study, creative thinker and a good communicator to join the LKM team as an Interactive Projects Coordinator. At LKM, we prove ourselves every day by taking complex marketing challenges and turning them into smart, simple solutions. Our creative thinking is applied to web sites, public relations, collateral and design, direct marketing and employee and trade communications. All designed to seamlessly reinforce a smart, simple brand identity.

Our culture is one where we strive for creativity, accomplishment, integrity and personal growth. We expect and encourage each other to be intelligent and disciplined, organized yet flexible, trustworthy and mature, with a positive attitude and a sense of humor.

Individual will serve as a projects coordinator within the interactive team for the North Carolina tourism account. Two to three years, full-time experience required. Education and/or degree alone not sufficient. Agency background a plus.

### **Requirements Summary:**

- Knowledge of SEO/SEM processes required.
- Knowledge of Google Analytics and the ability to glean insight from numbers and behavior patterns in statistics.
- High comfort level with numbers and constant reporting needs.
- Ability to think analytically based on business objectives and client needs.
- Strong computer skills.
- Overall understanding of web development process.
- Strong design sensibility and sensitivity. Knowledge of basic graphics a plus.
- Strong planning and time-management skills and work ethic.
- Ability to work independently as well as collaborate as an effective team member.
- Extreme attention to detail and an uncommon persistence while remaining flexible and adaptable to change.
- Self-teacher: motivated to constantly learn and increase skill-sets.

### **Duties:**

- Understand and pull analytical reports. Update stats workbook, looking for performance trending and insights, and share with overall team. Send select reports to outside sources.
- Manage large SEO/SEM program for clients, including writing meta data, creating text ads, setting bids, optimizing performance and updating monthly reporting.
- Pushing the envelope. Learn new modules as they are introduced by Google, stay current with SEM changes & evolution. Experiment with new ideas/offers as they arise.

If you think this position sounds exciting and a good fit for you, please send your resume to: [HR@lkmideas.com](mailto:HR@lkmideas.com)



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