



## **Programmatic Media Trader / Buyer (in Geneva Switzerland)**

Gammed is the swiss expert in data marketing and online media buying services using big data and programmatic tools to automate and optimise campaigns in real time. We manage digital campaigns for both advertisers and media agencies. Gammed operates one of the largest and fastest growing programmatic teams in Switzerland

We have now over 200 customers in Switzerland and work with Samsonite, H&M, MSC, L'Occitane LeShop, Bon Génie, Vilbrequin, La Redoute, Nestlé, Coop, DeinDeal, ESL, Air France, Migros, Microsoft, Salesforce, C&A, Caran d'Ache, Canal Plus Suisse, Conforama, Crans Montana, Sarenza, Sunrise, Ubisoft, Aldi, etc.

For our Geneva office, we are looking for a Key Account Manager (KAM) to our ad operation team. Someone who loves new challenges and will drive campaign management efforts into our growing client base on the swiss market.

### **Duties and Responsibilities**

You will be joining the trading team based in Geneva as a Media Trader with day to day responsibilities managing the performance of a large number of clients covering DR, Brand, Video and Mobile across programmatic. The responsibilities include campaign setup and trafficking, organization, discrepancy reporting, and basic operational management of the DSP environment.

On a daily basis, you will be in charge of:

Campaign and advertiser objectives and KPI's – set about meeting and exceeding these, providing feedback on optimization steps and campaign insights to other members of the team along the way.

Implement and manage day-to-day programmatic buys across multiple channels, formats and campaigns. Set bid strategies, monitor performance, identify and implement optimizations.

Develop basic yield optimization strategies by daily performance monitoring against agreed-upon KPI and identifying opportunities to improve ROI.

Assist the Client Services team in understanding and conveying technical aspects of campaign delivery, performance and monitoring.

Troubleshooting of technical or performance issues.



## **Desired Skills and Experience**

Ideal candidate will have hands on experience working with RTB media (DSPs, Google Display Network, Adwords or Facebook Business Manager)

Sound understanding of ad-server or ad-operations technologies (e.g., Doubleclick, Sizmek)

Basic understanding of campaign success metrics: conversions, pacing, target CPA, etc.

Have a buying experience on a DSP (AppNexus, Mediamath, DBM, Facebook Business Manager etc.)

Strong project management and communication skills

A strong customer-service mentality

Ability to interpret campaign performance – including media, creative and landing page — while providing creative insights and solutions to meet campaign challenges

Ability to thrive in a fast paced environment to manage multiple projects and tight deadlines

Bachelor's degree (+3 years in college) in a quantitative field (Business or Management, Mathematics, Economics, Statistics, Physics, etc.) preferred.

Languages: French and English mandatory

Entrepreneurial/self-starter drive; intellectual curiosity

And of course ... fun, team player!