



## Digital Media Buyer Job Overview

February 2025

Gigawatt Media is a growing digital media agency that specializes in Programmatic and PPC advertising across every connected digital screen, working collaboratively with our clients' omnichannel media investments to maximize campaign success. We are passionate about the media and marketing industry, with a strong desire to nurture world-class digital talent in the Milwaukee area.

We are seeking a Digital Media Buyer, whose main responsibilities will be to execute digital campaigns and deliver performance insights across industry-leading programmatic and PPC platforms. Our ideal candidate is driven by data and technology, with a keen eye for detail to effectively manage strategic campaign execution and analyze complex data sets.

We welcome candidates at various experience levels—from ambitious graduates to seasoned media professionals—who are passionate about a career in media. They must also thrive in a collaborative team environment where individual contributions play a pivotal role in driving success and career growth.

Website: <https://gigawatt.media>

### **Job Responsibilities:**

- Execute and evaluate complex digital campaigns across various media channels on leading programmatic platforms
- Manage targeting, budgets, pacing and other parameters to optimize performance and successfully deliver against client KPIs
- Generate detailed and accurate reports on routine campaign performance, plus quarterly/annual business reviews
- Communicate with account managers and creative services on the status and performance of client campaigns
- Troubleshoots technical issues - identifies and resolves campaign challenges by utilizing industry resources and collaborating with vendors to maintain smooth operations.
- Review media proposals and make recommendations on data solutions, targeting strategies, flighting and other campaign optimizations that align with client goals
- Provide insights based on media and industry trends that help support Gigawatt's thought leadership and product initiatives
- Engage in training and professional development opportunities with the Gigawatt team

## **Qualifications**

- 0-3 years experience or degree in digital media buying, research, marketing analytics or related field; college students or recent grads with strong analytical talent welcome
- Full-time availability (or ability to transition to full time upon graduation)
- Very proficient in Excel plus comfortable Microsoft Office/Google Suite programs
- Foundational knowledge of digital media channels, DSP platforms, research tools, and/or media analytics a plus (e.g. Google/Meta/Amazon Ads, DV360/Trade Desk/Xandr Invest/StackAdapt, Comscore/Neilsen, etc.)
- Enjoy working with technology and can manage workflows across multiple systems
- Strong analytical skills - ability to interpret complex data sets, identify key insights, and effectively summarize findings
- Highly organized - capable of managing files, tasks, and workspace efficiently while following structured processes and workflows to ensure seamless team coordination.
- Ability to work well independently but communicate frequently with managers and other team members
- Passionate about digital media and advertising, with a strong desire to learn, adapt, and grow professionally in this dynamic industry.
- Comfortable with mix of in-office/hybrid work; flexibility to work-from-home 2 days per week after 90-day training period

## **Compensation & Benefits**

- Salary commensurate with experience
- Premium medical, dental & vision package, employer contributed FSA, matching 401K, quarterly performance bonuses, paid phone plan, and more.

**How to Apply:** Interested applicants may send a resume and cover letter to [careers@gigawatt.media](mailto:careers@gigawatt.media).