



Example of Account Executive, Media Job Description

Powered by www.VelvetJobs.com

Our growing company is looking for an account executive, media. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for account executive, media

- Generate new non-traditional advertising revenue based on an action plan to grow existing client base and seek out new opportunities
- Research, compile and analyze the media landscape as it pertains to core technology influencers and outlets
- Program, manage and optimize paid media campaigns across platforms like AdWords, Facebook, Twitter, LinkedIn, Instagram, Outbrain
- Track operational performance of multiple accounts, ensuring quality work, deadline and budget adherence
- Play a role in creation of digital communications/marketing plans and goals
- Work with third party paid media vendors to program, manage and optimize paid media campaigns
- Consistently produce high quality internal and external campaign reporting
- Create a variety of content for a range of audiences, both internal and external. Help shape client stories and messages, with the goal of integrating our clients into the broader news cycle and trending social conversations
- Delivering Exceptional World Class Customer Service
- Help create strategic media plans for brand announcements (product launches, condition awareness campaigns, seasonal activations, celebrity endorsements)

Qualifications for account executive, media

- Have a valid driver's license and a vehicle with appropriate insurance
- Demonstrated record of success in a fast paced, goal oriented environment

- Proficient in prospecting high potential accounts and setting up appointments with key decision makers
- Recognized top sales performer with a track record of over-achieving
- Able to identify client business needs and proactively develop customized advertising solutions to meet client objectives