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# Example of Account Executive, Media Job Description

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
* Ability to develop a strategic sales and gap management plan
* 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