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# Example of Account Executive, Senior Job Description

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

## Responsibilities for account executive, senior

* Develops strategic plans to support the achievement of sales goals by performing business reviews for each account (e.g., segmenting customer organizations, identifying business opportunities)
* Maximizes revenue for products and solutions within national accounts by regularly communicating with customers directly to keep abreast of customer issues/demands
* Meets daily and weekly targets for retention sales calls and customer emails
* Responsible for other duties and projects as assigned (such as competitive research / analysis)
* Media outreach and ongoing pitching efforts to generate coverage for client organizations and brands
* Influencer identification and coordination
* Drafting of written media and marketing materials, presentations and client communications
* Development of media strategy
* Management of social communities for a variety of clients
* Admin tasks including

## Qualifications for account executive, senior

* Skilled in both transactional account management organic new business development
* A strong understanding of social channels and how they work
* Manage large competitive, strategic opportunities from 10% in pipeline to 100% closure through partner engagement
* Alignment of resource investments, demand generation, and scorecard strategies with identified territory revenue opportunity
* Athlete/team minded…
* Deep understanding of the advertising marketplace with a focus on mobile and digital platforms