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# Example of Account Strategist Job Description

Our innovative and growing company is looking to fill the role of account strategist. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for account strategist

* Continued involvement in campaigns after sell-through and work closely with the Account Managers to suggest optimization of media strategy program upsells
* Lead, manage, and optimize campaigns aimed at achieving specific Client ROI metrics
* Grow revenue through upselling and outstanding customer service
* Monitor and analyze campaign performance and make recommendations
* Create best practices for onboarding, managing, and optimizing mobile campaigns
* Provide strategic account management to medium sized advertisers and media agencies
* Develop and maintain strong partnerships with clients at all levels from CMO to Traffic Manager
* Pursue both individual and team goals
* Managing the day to day relationships with US Mid-Market clients to ensure we exceed their expectations
* Escalating internally any issues and concerns raised by clients

## Qualifications for account strategist

* Bachelors Degree in Public Relations or similar field
* Must have superior writing and content development skills
* Established relationships with print and broadcast journalists preferred
* 6+ Years minimum experience working at a media agency and/or publisher managing a brand’s digital advertising strategy and buying activities
* Work ethic and personality that inspires the best approach to internal and external customer service, demonstrates detailed thinking, exemplifies accountability and follow through, prioritizes in an environment of multiple tasks and challenges, encourages collaboration with internal teams, and ensures insightful problem solving
* Demonstrates organizational, planning, and execution skills