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# Example of Marketing Account Executive Job Description

Our innovative and growing company is looking for a marketing account executive. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for marketing account executive

* Knowledge of creative production process
* Participates in assigned task forces
* Leads/owns projects and task forces by setting timelines and expectations, assigning responsibilities, and defining scope of projects steps for completion
* Drive new business revenue and growth within the Dutch region
* Retain, grow and develop assigned accounts through daily interaction with clients
* Understand and document use of Marketing Cloud application and services to support client's marketing & communication goals including communication audiences and metrics
* Drive new business revenue and growth within the Finnish region
* Drive new business revenue and growth within the Danish region
* Assist senior account team members in developing decisions, recommendations and opportunities on behalf of client based upon data from data management, production, results reports, client
* Work with account team members to assist in managing budget on behalf of client, particularly as related to production including package costs

## Qualifications for marketing account executive

* Experience with influencer marketing – sports health professional influencers such as registered dietitians, coaches or fitness professionals a plus
* Detail-oriented project management experience with the ability to juggle projects and meet deadlines without sacrificing quality
* Strong writing skills and proven creativity, with the ability to develop and edit high-quality influencer materials
* Experience with regular client interaction including travel, staffing events and providing counsel on the fly
* Ability to spot reactive news stories develop proactive news angles/stories
* Experience selling at the "C" level - Chief Marketing Officer, Chief Digital Officer, Chief Development Officer, Chief Advancement Officer is a plus