



Example of Senior Account Executive Job Description

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Our company is looking to fill the role of senior account executive. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

Responsibilities for senior account executive

- Entertaining clients (hosting suites, attending games, Concerts, Batting Practice)
- Identify & drive digital/social media strategies
- Performs daily account work (e.g., drafting written materials, coordinating events, maintaining any client and media contact)
- Is fully familiar with group's communications plans and understands and tracks clients'
- Learn and independently manage internal collaboration with S&P, marketing, programming, traffic etc to leverage network strengths to deliver revenue upside / higher yields via customized pitches
- Prepare, implement and executive Strategic Account plans
- Meet and exceed quarterly revenue targets by driving new opportunities and selling software solutions into enterprise accounts in the energy, financial services, healthcare, government, manufacturing, retail, telecommunications and transportation and logistics verticals
- Utilizes selling skills, consumer insights, negotiation skills and business acumen to influence retail customers to purchase the portfolio of our products that best help them and the company meet their financial targets and drive revenue & income growth
- Drives/collaborates with internal partners to insure optimum in-store execution and consumer experience
- Collaborates and facilitates an integrated on-floor assortment with head-to-

Qualifications for senior account executive

- Strong understanding of the entire digital media ecosystem from publisher to advertiser
- Ability to work well independently and under pressure, be highly responsive to clients
- Member of the ad tech community
- 5 years experience in men's sales and/or retail buying experience is preferred
- Experience in managing multiple department store accounts is required
- Provide customer service to existing accounts by visiting with them during games, provide business program amenities, and make phone calls during the season and off-season to ensure personalized, continual contact