Example of Senior Account Executive Job Description

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

Responsibilities for senior account executive

- Identify opportunities to contribute and support new business efforts and showcase ability to support smaller scale program from conception to development
- Serve as a role model for junior staff, driving our vision and values
- Play active role in team development including managing team goals and holding meetings with staff to track progress against goals
- Assist in driving team meetings/client calls including coordination of agendas and client ready documents
- Collaborate with staff at Marketing Werks outside of core team when needed to enhance program, such as creative, new business or other internal management where relevant
- Meet and exceed quarterly revenue targets by driving new opportunities and selling software solutions into enterprise accounts in the DACH Region
- Accountability for the day-to-day execution and financial management
- Oversee internal workflow, ensuring constant communication between all departments and with the client
- Participate in marketing planning (as appropriate) and execution of tactical aspects of
- Assist in development and presenting of client presentations

Qualifications for senior account executive

- Bachelor degree, preferably in advertising, marketing or communications
- Integrated event campaign planning experience (experiential, media, social,

- Ability to travel for long periods of time, including occasional weekends
- Possess understanding and ability to analyze clients' business marketing objectives, brand or ROI goals, media buying cycles, metrics for success
- Intimately familiar with online media planning, research and trafficking tools