
Account Executive / Interactive Producer

Position: Account Executive / Interactive Producer at a rapidly-growing digital advertising and promotions agency.

Account Executive / Interactive Producer will serve as the interface between clients and the agency's design, development, and management teams.

Requirements include:

- 3 to 5 years of account experience, digital and/or traditional, in an advertising agency
- At least 1 year of traditional or digital media planning and buying experience
- Strong team player
- Outstanding oral and written communication skills
- Ability to work under pressure and within budgets while multi-tasking
- Exceptional attention to detail
- Excellent project management skills
- Extensive experience using social media (Facebook, Twitter, YouTube, etc.)
- Bachelor's degree

Responsibilities include:

- Produce small to large-scale interactive projects on behalf of clients
- Provide stellar client service and serve as day-to-day liaison with clients to ensure timelines are met, deliverables are secured, and expectations are managed in order to perpetuate a high client renewal rate
- Coordinate workflows across multi-function internal project teams and with third-party vendors in providing service to clients
- Assist in developing creative vision and strategy for client initiatives
- Participate in meetings to brainstorm and frame promotion ideas and concepts for new and existing clients
- Monitor and analyze ongoing campaign performance (Google Analytics, PHP database, etc.)
- Analyze promotion metrics to create thoughtful case studies for sales team including key insights based on quantitative and qualitative measurements
- Negotiate and place digital media buys
- Understand promotional logistics from a legal and an operational perspective
- Represent the agency at industry and professional conferences
- Participate in weekly production meetings