

## Senior Account Manager / Interactive Producer

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Position: Senior Account Manager at a rapidly-growing digital advertising and promotions agency.

Senior Account Manager will serve as the interface between clients and the agency's design, development, and management teams.

Requirements include:

- 5 to 10 years of account experience, digital and/or traditional, in an advertising agency
- Strong team player
- Outstanding oral and written communication skills
- Ability to work under pressure while multi-tasking
- Experience with meeting deadlines and managing timelines effectively
- 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
  - Train and manage account coordinators and support staff
  - Understand promotional logistics from a legal and an operational perspective
  - Represent the agency at industry and professional conferences
  - Participate in weekly production meetings
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