



Marketing Account Manager

Job Overview

A Marketing Account Manager is responsible for the day-to-day management of key clients, helping build solid relationships, and develop and implement effective and creative marketing initiatives across online and off-line channels.

Duties and Responsibilities

- Creative Strategy Implementation for all tactics and clients
- Brainstorming meetings and contributing ideas to the team
- Assisting in client pitches and creative presentation
- Key account client research
- Providing creative solutions to client concerns, ideas and issues
- Client research, including telephone and internet research
- Taking project briefs and managing the progress and production of client projects
- Liaising with external suppliers
- Managing internal work such as creative copywriting, graphic and digital design
- Participate in weekly Zoom calls with professionalism and expertise.
- Collect and analyze market data
- Identify target audiences and understand their behavior and habits
- Determine the best media outlet mix for our campaigns
- Optimize ad campaigns according to geographic exposure, frequency, time spans and more
- Allocate budgets and monitor costs
- Follow media trends of online and offline outlets (TV shows, magazines, blogs, radio programs)
- Evaluate the success of media strategies and campaigns
- Other duties as required

Skills / Attributes Required

- Degree in Marketing or equivalent professional qualification
- Out of the box, creative thinker
- Ability to multi-task
- Excellent writing skills
- Proven marketing experience
- Proven experience as a Media Planner; experience in digital media is preferred
- Excellent communication and teamwork skills
- An analytical mind with an aptitude for statistics and math
- Strong decision-making skills
- Knowledge of professional looking graphics and marketing messaging.
- BS/BA in Marketing, Business Administration or similar field
- Good organizational skills
- Microsoft Office Suite