



Description: West Coast Senior Account Executive

Provide on-going Client Services support for a growing list of Direct Response Advertising Agencies and Media Buying Services on the West Coast.

Must have excellent communications skills both verbal and written and the ability to work independently to resolve media system issues and develop solutions with timely, innovative techniques.

Essential skills include being a self-starter and being highly motivated to take initiative.

Extensive interaction with other departments within organization, i.e. Sales, Software Engineering, and Product Management.

Responsibilities include but are not limited to day-to-day client support of client requests for issue resolution, product enhancement or “how to” answers. Initiate and manage requests from initial agency contact through resolution using in-house CRM system. Provide on-site and remote web based training and consultation.

Qualifications:

- 2+ years media management experience, preferably in Direct Response
- BA or equivalent work experience
- 3 + yrs experience in media buying, planning or analytics, preferably Direct Response, a plus
- Knowledge of advertising software, i.e. CoreDirect, CoreBuy TV, CoreBuy Radio, Donovan Data Systems, Strata, MediaBank, EAS, CAMS , Medialine, SmartPlus
- Customer service and or client facing experience
- Preferred additional skills – proficiency with Microsoft Excel, Word, and Outlook
- Ability to work independently on projects