

Account Manager

Reply to: Careers@Whysdom.com

About WHYSDOM

WHYSDOM is leading innovation in the sciences of consumer location science, behavior science, social listening, insight discovery, and technology that powers critical business, marketing, and advertising decisions for large brands, cities, universities, and other markets. An industry pioneer, WHYSDOM has introduced new models combining all four sciences as a single platform with AI for fueling better decisions.

With WHYSDOM, companies uncover opportunities within the consumer journey by discovering, researching, and connecting with precision focused audiences measuring real-world ROI and applying insights that drive business decisions impacting market share, digital marketing, advertising, product development, employee recruitment, and PR.

The Role:

You will be responsible for developing long-term relationships with your portfolio of assigned customers, connecting with marketing decision makers and supplementing sales directors' efforts to grow new and existing business. You will liaise between customers and cross-functional internal teams to ensure the timely and successful execution of sold campaigns, delivery against client objectives and maximizing opportunities to upsell / renew current insertion orders.

KEY RESPONSIBILITIES

This role will be responsible for supporting excellence in delivery, client satisfaction, and strategic growth of your account portfolio in support of the assigned regional sales team. With the creation of media plans for advertising proposals, both proactive and in response to RFPs, the account manager must be accurate, creative, meet objectives, and timely. The Account Manager must also support campaign measurement efforts, including working with internal and external data partners to ensure campaign metrics are robust, client-ready and delivered in a timely manner.

- Build and maintain strong, lasting customer relationships; operate as lead point of contact for select clients from campaign kick-off through results reporting and contract renewal.
- Manage and track online campaign implementation.
- Ensure that we deliver accurate and timely reporting.
- Liaise between departments: Client Services, Production, Marketing, Sales, and Finance.
- Develop, communicate, and monitor growth and efficiency targets for client campaigns and agency business
- Analyze campaign performance and all client-facing deliverables to ensure quality and accuracy.

- Main point of contact for all client day-to-day communication and oversight; owns overall client satisfaction and proactively identifies opportunities and works with Sales Directors to optimize, retain and upsell business
- Collaborate with sales directors to develop media plans that support client objectives
- Support annual and quarterly business reviews and strategy development across multiple accounts
- Lead all campaign related communication, including kick off calls, status calls/emails, and troubleshooting discussions.
- Identify opportunities to improve existing programs and further support client's business goals

Qualifications

- At least 5 years of Media/Sales Planner and/or Account Management experience
- Must be a team player with positive attitude.
- Operate in a fast paced and deadline-oriented environment
- Strong interpersonal skills, with an ability to collaborate effectively with all levels and functions
- Problem-solver, natural curiosity, ability to make decisions
- Strong verbal and written communication skills
- Detail-oriented and organized
- Strong proficiency in MS Office products (especially Microsoft Excel and PowerPoint)
- Familiarity with CRM tools and other analytics or competitive intelligence tools

Perks

- Competitive compensation, and no-cap commission policy
- Comprehensive benefits to include for all full-time employees (Medical, Dental, Vision)
- Company matched 401(k) Plan
- Opportunity to work for one of leading innovative mobile startups in the US
- Supportive, fun, and talented co-workers and management
- AND MORE!