

## **Job Description: Account Executive**

Creatorade contracts local content creators to make digital videos on TikTok, Facebook, and Instagram. The market account executive would work with content creators and local businesses to sell sponsored videos. Businesses could then buy ads on social platforms to give those sponsored videos more reach.

**Who You Are:** You are an enthusiastic and driven individual who thrives on conquering new challenges every day. Your unwavering work ethic, entrepreneurial spirit, and consistent track record of delivering results set you apart. Supporting local businesses is a passion of yours. You are always eager to learn and grow, attending educational workshops, staying up to date with industry publications, establishing valuable networks, and adopting today's best practices. As a team player, you embrace every task, no matter how big or small, and contribute to a collaborative work environment.

### **What You Will Do:**

- Prospecting, pitching, and closing clients
- Work with content creators to fit ads into their content
- Work with designers and editors on ad content
- Collaborate with prospects and clients to understand their requirements and develop digital marketing
- Consistently meet and exceed sales targets
- Foster strong relationships with clients, serving as their trusted advisor.

### **Background, Skills, and Experience:**

- **Communication and Technology:** Excellent command of English, both written and verbal, and proficiency in using Microsoft Office Suite.
- **Sales Experience:** Minimum of 2+ years of experience in sales within the digital advertising industry. Well-versed in programmatic advertising, audience targeting, Google products, and social media platforms.
- **Local Business Network:** Demonstrable network connections within the local business community, showcasing your ability to cultivate relationships and tap into potential client opportunities.

- Results-Oriented: Possess a strong drive to achieve targets and exceed expectations. Proven track record of meeting or surpassing sales goals.
- Detail-Oriented and Organized: Meticulous attention to detail, excellent organizational skills, and a strong sense of responsibility to ensure smooth campaign execution and client satisfaction.