JOB DESCRIPTION
Senior Account Executive - Client Servicing

Key Requirements

- Bachelor's degree in Marketing or any related field
- 1 - 2 years of proven experience in client servicing or account management within a digital marketing agency.
- In-depth knowledge of the all round digital marketing ecosystem, marketing strategies and various online channels.
- Demonstrated success in managing multiple client accounts and driving results.
- Strong presentation and negotiation skills.
- Strong time management, organisational abilities, and attention to detail.
- Strong command of Microsoft Office suite (Outlook, Excel, Word, PowerPoint, etc.)
- Proficiency in marketing analytics and reporting tools.

Key Responsibilities:

- Act as the primary point of contact for assigned client accounts.
- Build and maintain strong relationships with clients, understanding their needs and objectives.
- Responding to client inquiries in a timely and professional manner.
- Coordinate with internal teams (e.g., creative, content, and technical) to deliver marketing projects on time and within budget.
- Maintaining an accurate record of all existing and potential clients.
- Monitor campaign performance, analyse data, and provide actionable insights to clients.
- Prepare regular progress reports and presentations for clients.
- Identify upselling and cross-selling opportunities to maximise client satisfaction and agency revenue.
- Stay updated with industry trends and best practices in digital marketing.
- Assist in preparing proposals and new business pitches.