

Job Description
Media Strategist

3 Simple asks

- Create full-funnel marketing strategies to drive business growth for industry leading brands.
- Lead the strategic and operational planning for existing portfolio and new business development.
- Drive and deliver value to the clients

What do we need:

- Rich experience of delivering business results, customer service, people management, escalation management/problem resolution, identifying opportunities for value creation, and innovation.
- Integrated media knowledge, planning and measurement abilities.
- 6-8 years of experience with in the media industry. Agency experience is a must.


Key Responsibilities

- Interact with clients to understand brand goals, business challenges & create data-driven strategies to exceed defined goals.
- Drive strategic client engagements on proposed strategy, media planning, performance account growth and revenue.
- Oversee campaign operations and provide recommendations for campaign structuring, targeting, creatives, landing pages, Betas and other facets.
- Lead new business pitches by providing media insights, forecasting, developing media plans and strategy presentations.
- Analyse campaign data using and provide actionable insights to improve processes and optimise for further success.
- Responsible for Milestone Meetings with post campaign analysis & strategic/tactical presentations

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