

Job Description

Account Executive





JOB BRIEF

GO MO Group is looking for a talented Account Executive to support our ever-increasing need to drive account excellence for our clients. We have customers from USA, Canada and Europe. You will be trained for one month. Your key responsibilities will be acquiring new clients, understanding their requirements, managing client deliveries and communicate with the team. You will also be responsible to foster strong relations with the client, while working in a productive environment.

JOB RESPONSIBILITIES

The responsibilities include but, are NOT limited to the following:

1. Serve as the lead point of contact for all customer account management matters
2. Build and maintain strong, long-lasting client relationships
3. Negotiate contracts and close agreements to maximize profits
4. Develop trusted advisor relationships with key accounts, customer stakeholders and executive sponsors
5. Ensure the timely and successful delivery of our solutions according to customer needs and objectives
6. Develop and execute detailed campaign plans, working with the wider account team and digital team to deliver account excellence
7. Effective media planning and buying across all tactics - performance media, digital media & offline
8. Proactively recommend creative and effective ways of engaging and converting the target audience
9. Identify and build best practices and processes for media management such as campaign set up, trafficking, targeting, bidding, and creative
10. Forecast and track key account metrics (e.g. quarterly sales results and annual forecasts)
11. Prepare reports on account status
12. Assist with challenging client requests or issue escalations as needed
13. Make cold calls, reach out to prospects and acquire them



REQUIRED SKILLS

- Excellent listening, negotiation and presentation abilities
- Ability to manage multiple projects at a time while paying strict attention to detail
- Strong verbal and written communication skills
- Advanced proficiency in Excel and PPT
- Excellent communication/presentation skills and ability to build relationships

PREFERRED SKILLS

- BSc or BA in business administration, sales or marketing
- Knowledge of and experience in DCM- tagging, trafficking and reporting

JOB DURATION

6- 12 months

JOB LOCATION

GO MO Group

7th Floor, Building B-3,
Cerebrum IT Park, Kalyani Nagar,
Pune- 411014, India

INTERESTED CANDIDATES CAN SEND THEIR RESUMES/CV'S TO:

Pragya Mishra

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