

## Account Strategist, Digital Marketing

### Job Description

#### SUMMARY

The Account Strategist supports their dedicated team and assigned clients in both carrying out and providing strategy for Revel's digital marketing programs.

#### JOB DUTIES / ESSENTIAL FUNCTIONS

- Strategize and proactively collaborate with your team to implement programs that are tailored to each assigned client partner's goals.
  - Recognize when a pivot is needed and changes tactics that aren't working in all digital programs.
  - Lead and support in strategy planning.
  - Establish and maintain effective relationships with assigned client partners.
  - Proficiently run client calls and ensure follow up on all action items.
- Mentorship and training of Account Coordinators and Account Strategists on assigned programs. Build, drive and optimize client's marketing programs. Includes earned and paid initiatives.
  - Paid initiatives include but are not limited to Google Ads, Bing AdCenter, Facebook Business Manager, affiliate marketing via Pepperjam or LinkShare, and other paid marketing campaigns for assigned roster of clients.
  - Earned initiatives may include email marketing, and search engine optimization (SEO).
  - Knowledge of how all of the above work together and ability to do basic management of each, is required.
  - Must demonstrate the continued desire to expand skill set for program optimization on all assigned digital channels.
- Oversee and perform regular in-depth analyses of digital campaigns (ex: PPC, paid social, email), and mentor/train Account Coordinators and Account Strategists and Specialists to support in your analysis and understand your approach.
- Provide frequent progress reports regarding online marketing efforts and performance metrics to external team members. Proactive oversight, mentorship of team on how to improve and management of programs, including but not limited to:
  - Budget management, bid management, ad swaps, audience building, A/B test reporting, regular optimizations to improve assigned tactics, and ensure quality assurance (QA) of optimizations.
  - Proactively strategize & present account optimization recommendations to Directors.
  - Tell the story to your clients of program performance, utilizing reporting provided by Account Coordinators and your own analysis of KPIs.
  - Create and evaluate internal and client-facing performance reports.
- Stay up-to-date on and monitor industry trends, and communicate these learnings with the internal team, and pass along relevant trends with your clients, regularly.
- Maintain vendor partner relationships (ie Google, BrightEdge, Facebook rep, etc.) and bring back knowledge sharing to the greater team.
- Utilize Revel's project management toolset and communication with your manager, to self manage priorities of tasks, and flag any foreseeable deadline conflicts and to communicate with your internal team the status of assignments.
- Support Revel's culture through living the values, and participation in, as well as leading initiatives and quarterly projects focused on Revel's growth.
- May act as the Account Lead role or Project Manager role.

#### SKILLS & QUALIFICATIONS

- Bachelor's degree
- 3-5 years of previous applicable experience
- Quantitative analytical skills and aptitude
- Effective in a variety of formal presentation settings and commands audience attention

- Dedicated to meeting and exceeding expectations of partners, establishes and maintains effective relationships with customers
- Consistently demonstrates positive attitude and upholds Revel's values
- Experience in some form of a leadership role
- Ability to train team members on most aspects of programs for which you're assigned.
- Excellent Excel skills
- Strong software skills including in-depth knowledge of Google Suite (Gmail, GDocs, etc) and Microsoft Office applications (Word, PowerPoint, etc)
- Experience with Google Ads, Bing network, and Facebook Business Manager (Facebook / Instagram)
- Excellent interpersonal skills, including strong written and verbal communication skills
- Aptitude and desire to learn quickly when facing new problems, relentless learner, open to change
- Ability to handle multiple assignments with effective resolution of conflicting priorities
- Action oriented, enjoys working hard and facing new challenges
- Experience with a project management tool (ie Asana or similar)
- Google AdWords and Google Analytics certifications
- Experience with Search Engine Optimization
- High comfort level using the internet as a research and/or shopping tool
- Self starter who seizes opportunity
- Experience or know how with the following is a plus:
  - Display program management
  - Affiliate or Email Solutions Provider (ie Mailchimp)
  - Feed management

#### **REVEL VALUES**

- Carpe Diem  
Revel is a team of go-getters and doers, who possess the ability to work individually and as a team. We greet everyday with intent and purpose.
- Humor in the Everyday  
Revel is serious, but our team is lighthearted. We enjoy working together and laughing as a team.
- Partnership with Our Clients  
Revel aims to bring exemplary service and straightforward consult to our clients, working as an extension of your team as an honest and unbiased partner. We're in it for the long haul.
- Respect & Openness  
Revel believes in cultivating respect, with each other and with our partners. We believe in integrity, responsibility, accountability, and professionalism.
- Courage  
Revel is courageous and curious at our core. We step outside the comfort zone because we have a desire to learn and grow, for ourselves, for each other, and for our partners.
- Insights into Data  
Revel is passionate about the "why." We provide realistic and smart ideas and deliver actionable insights and recommendations based on strategic investigation and analysis.