



## **ACCOUNT STRATEGIST, JOB DESCRIPTION**

The ideal candidate will have 3+ years of digital marketing experience, either in-house or working for another agency. This role will be responsible for developing and executing digital marketing strategies to meet our clients' objectives. This is a client-facing role responsible for the strategy and management of robust digital marketing campaigns across B2C (ecommerce) and B2B accounts. You will plan, create, execute, optimize, and report on digital marketing campaigns.

### **WHO IS REVEL?**

We're a performance-focused digital marketing agency with experienced cross-channel strategists and skilled tacticians who keep our clients business needs at the heart of every recommendation we make and every action we take. We craft holistic, integrated marketing programs that span the customer journey, building a strong foundation of loyalty and elevating our clients' brands at every customer touchpoint. We are a collaborative team dedicated to achieving success in partnership with our clients and each other.

### **WHO ARE YOU?**

A successful Account Strategist is an avid learner, excellent communicator, and digital marketing strategic leader responsible for creating, maintaining and analyzing digital marketing campaign performance data, and defining, executing, and monitoring effective online paid, earned and owned marketing strategies. This role requires a deep understanding of various digital marketing channels, exceptional communication skills, and the ability to build and maintain strong client relationships.

### **WHAT YOU'LL DO?**

- Strategy Development: collaborate with internal teams and clients to understand their business goals, target audience, and digital marketing objectives. Develop comprehensive digital marketing strategies aligned with clients' goals and industry best practices
- Campaign Planning and Execution: create and oversee the execution of integrated digital marketing campaigns across multiple channels, such as paid search & shopping, paid social, display advertising, affiliate marketing, SEO, email marketing, and more
- Ongoing Campaign Management and Optimization: perform daily oversight and management of digital marketing programs including forecasting and optimization of media spends and KPIs
- Client Relationship Management: build and maintain strong relationships with clients as well as external partners/vendors, providing regular updates, reports, and strategic recommendations. Proactively identify opportunities for account growth and client satisfaction
- Data Analysis and Reporting: monitor campaign performance, analyze data, and provide meaningful insights and recommendations to optimize digital marketing strategies and improve ROAS/KPIs. Develop and deliver regular performance reports to clients and internal stakeholders, highlighting key metrics and campaign results
- Team Collaboration: support account teams in client meetings and presentations to ensure seamless communication regarding recommendations and strategy



- Stay Updated on Industry Trends: keep apprised of the latest trends, innovations, and best practices in digital marketing. Share industry insights and knowledge with clients and internal teams to drive innovation and continuous improvement

### **REQUIREMENTS:**

- Bachelor's degree in marketing, advertising, communications or related field experience.
- 3+ years of experience managing digital marketing campaigns along with a solid understanding of paid, earned and owned media
- Prior agency experience is preferred
- Strong understanding of digital marketing channels, including SEM, SEO, paid social, display advertising, affiliate marketing, email marketing, and more
- Proficiency in digital marketing tools and platforms, such as Google Ads, Google Analytics, Meta Ads Manager, etc.
- Strong attention to detail, problem solving plus qualitative + quantitative analytical skills and aptitude
- Effective in a variety of formal presentation settings and commands audience attention
- Consistently demonstrates a positive attitude and upholds Revel's values
- Excellent Excel skills
- Strong software skills including in-depth knowledge of Google Suite (Gmail, GDocs, etc) and Microsoft Office applications (Word, PowerPoint, etc)
- Able to thrive both in an autonomous and group work environment
- An ability to multitask and perform under tight deadlines
- Strong written and verbal communication skills
- Demonstrated ability to build and maintain strong relationships
- Self-motivated ability to translate technical aspects of digital campaign management into customer facing business language
- Desire to continue to learn new skills and test new initiatives to bring to Revel

### **ADDITIONAL THINGS THAT WILL IMPRESS US:**

- Multi disciplined digital marketing experience
- Google Analytics certification
- Experience in some form of a leadership role

### **REVEL PERKS:**

- Salary Range: \$55k - \$85k annually, depending on experience and tenure
- "No Policy" vacation policy, otherwise known as "unlimited vacation," with a required 2 weeks of leave at minimum
- Medical, dental and vision benefits
- Retirement plan with company matching
- Collaborative friendly culture with remote work and in-person meet-ups for local team members in the Denver and Chicago areas



- Monthly wellness stipend and office reimbursements
- Charitable contribution matching
- Conference, education and certification reimbursements
- Sabbatical after 10 years of employment
- Generous referred client commission
- Pet adoption sponsorship
- And more!