

Account Manager

Media Innovation Group

The Media Innovation Group (MIG), a WPP company, develops technology products that help agencies and advertisers improve the process of planning, buying, trafficking and optimizing digital media advertising campaigns to generate long term business value. The MIG's proprietary flagship offering, Zeus Advertising Platform (ZAP), is the industry's most robust multi-channel digital advertising technology platform solution. Founded upon a unified data management platform, ZAP powers the MIG to help clients better connect, analyze and action all digital consumer touch points and optimize digital media campaigns across display, search, video and mobile. The MIG's digital advertising optimization service is the leading agency offering for acquiring and optimizing digital advertising. The MIG has offices in New York and London, and operates globally. Please visit www.themig.com for more information.

Join Us:

The Media Innovation Group is looking for an experienced account manager to help develop strategic relationships within world-class media agencies. As an Account Manager you will be responsible for cultivating our partnerships with agencies. You will be a thought leader and strategic thinker, helping to evangelize the MIG's growing product suite amongst your peers within our client agencies. You will meet with senior media executives to discuss our products, solicit feedback, and communicate opportunities to the internal product management team. You will also be instrumental in the communication of partnerships and other ecosystem engagements. You will be responsible for developing deep relationships with advertisers and agencies to ensure optimal adoption of new product features. You will collaborate with a group of quick-witted coworkers and clients who are all passionate about digital media. You will engage with our clients in professional and social settings, build relationships and define and implement products which make us indispensable to WPP agencies. This is a high profile position with a wealth of opportunities for growth professionally and personally. We believe in the power of digital media to transform the way businesses and consumers can interact. You must believe as well.

What you will do:

- Proactively manage multiple direct advertiser client and agency accounts
- Cultivate strong business relationships with industry media planners and buyers
- Analyze campaign objectives and performance data to identify growth opportunities
- Consistently communicate with direct clients and agencies with regards to growth opportunities

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- Form and manage collaborative relationships with sales team and ad operations for implementation and optimization of campaigns
- Liaise with ad operations team to trouble shoot campaigns for under delivery or under performance
- Provide weekly reporting to ad operations with regards to multiple campaign performance
- Liaise with financial department with regards to month end reports
- Provide post-campaign analysis for renewal and up sell recommendations to clients

What you will need:

- BA/BS from an accredited 4 year college/university
- Minimum 3+ years Internet Advertising experience in account management and/or sales
- Outstanding organizational skills, attention to detail, follow-up

A Major Plus:

- Sense of humor
- Technology and/or Software product management experience
- Agency/large advertiser experience

Location: New York

We offer:

- Highly competitive compensation commensurate with experience
- Generous Paid Time Of
- Medical and dental insurance
- 401(k)
- Flexible Spending Plan
- Friendly Fun, Diverse, Hard Working Environment

Please send all resumes in Word format to molly.mackey@themig.com