

ACCOUNT MANAGER

Fronetics is a leading marketing firm located on the North Shore in Amesbury. Our firm works with companies to create and execute digital and content marketing strategies.

As the Account Manager at Fronetics you will be responsible for leading the development and execution of digital and content marketing strategies for clients. The role also includes building strong client relationships through regular, proactive, value-added communication.

RESPONSIBILITIES

- Leading digital and content marketing campaigns based on client go-to-market objectives
- Driving and delivering flawless client service by maintaining strong relationships with key decisions makers
- Participating in and contributing to the Account Planning process for assigned accounts
- Being a thought leader: providing recommendations to the client, assisting them with business decisions, having a forward-thinking mindset to move their business forward
- Maintaining client relationships outside and beyond specific projects; create opportunities for deeper collaboration and interaction - become a true partner to client
- Proactively seek new business opportunities within assigned accounts
- Coordinating the Account Team
- Coordinating the execution of all account activities including: content creation, social media, PPC and social advertising, email marketing, and lead nurturing workflows
- Creating monthly marketing reports

QUALIFICATIONS

- 5+ years of digital and content marketing experience with agency background desirable
- Self-motivated and able to thrive in a results-driven environment
- Natural relationship builder with integrity, reliability and maturity
- Experience with social media, PPC, and social media marketing
- Ability to prioritize among competing tasks
- Critical thinking and problem solving skills
- Understanding of web site development, marketing, measurement and analytics, content management, digital marketing and internet technology
- Knowledge of HubSpot, WordPress, and Google Analytics preferred

Interested? Please submit your resume along with a cover letter to: careers@fronetics.com