

United States Jobs Expertini®

Paid Ads Sr. Account Manager

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Company: Sage Digi

Location: United States

Category: other-general

The Opportunity Sage Digital Marketing is a revolutionary business that fosters talent to grow long-term. We focus on advertising and analytics at the highest level. We are a small but mighty team and growing quickly! Our current team is staffed with emotionally intelligent, kind, and brilliant people. At our roots, we are an online ads and analytics agency. We are hiring a crucial role on our team. Sage Digital Marketing is seeking a Senior Account Manager who is eager to build a company from the ground floor. This Sr. Account Manager will be an individual contributor. The Sr. AM will serve as the main POC for all customer service and media buying activities. Further, he/she/they will be fully responsible for managing campaigns, strategically guiding customers on how to approach online performance-based advertising, and advising on new opportunities. The opportunity for personal and professional growth is massive. One unique approach to our business is that at Sage AMs work in concert with our Account Optimization team. While AMs must be fluent in understanding how ads platforms behave, the Account Optimizer will be executing most of the platform work. AMs will be doing quality checks and then passing the work forward to our clients. Secondary to the customer service role, the Search AM is also responsible growing their knowledge and understanding of the marketplace. 10% of the AM's time will be dedicated to discovering online training and forums, creating a list of interesting topics to explore, and making concrete progress in completing new training. We must always preserve the spirit of learning. The company is headquartered in Santa Cruz, Ca and the position can be located anywhere in Florida. Join us and have the opportunity to shape the industry, drive a meaningful day EVERY day, and deliver what is best for our clients. What You Bring: A proven

passion for great project management, organization, and getting complex work over the finish line
An open personality that is eager to share your true self with the team and with your customers.
Exceptional Google Ads & LinkedIn optimization skills and understanding of all ad formats, targeting, and bidding strategies
A true master of LinkedIn, YouTube, GDN, and FB targeting planning and buying
Experience onboarding new customers and winning new customers' trust
Exceptional communication skills, especially when discussing and confirming customer needs, expectations, and directing customers to focus on the right metrics
Independently motivated and eager to learn and grow with a commitment to stretching yourself
Thrives with receiving constructive feedback and hungry for opportunities to grow
Sage Digital Marketing revenue
Project manage skills are a must
Desire to grow emotionally and intellectually
Desire to develop into a consultant and partner to the C-Suite
The Work:
Collaborate with positively-minded clients that are in Tech B2B, SaaS, Healthcare, and BIM verticals. Client spend \$50k-\$300K per month in ads
Meet new customers and onboard them with the rest of the Sage Digi team
Be able to collaborate with an Analytical lead who can check customer GA4 set-up and translate findings into a project plan
Deep expertise in AdWords optimization, Display, Retargeting, and Google Analytics is a must-have
Manage optimizations for clients including building some campaigns from scratch
Ability to capture the search mentality of B2B and B2C customers needs and communicate them to clients
Structure and execute geo-targeting testing, creative testing, and bidding
Proactively identify new ways to test clients (tactics, structural changes, reporting, etc) via thorough understanding of Google Ads/Bing, Display, and Analytics.
Knowledge of other platforms a plus.
Lead weekly calls with customers including creating and sharing dashboards and reviewing performance
Drive to discover, learn, adapt, and test new ideas and build an offering from an early stage
What we offer:
Have your ideas heard and implemented and see the immediate fruits of your labor implemented throughout the company
Opportunity to learn new skills in leadership and advertising
Opportunity to learn sales, business development, and new ways of partnering with clients
Education in business finance and unit economics
Regular salary growth & promotion opportunities
Annual amazing offsites
Healthcare, Dental, & Vision Benefits after completion of first 90 days
Retirement Matching 100%
Work From Home
Thriving culture
Application Process:
Overall, the application process can take about three weeks. These are the steps that we ask of each candidate to take as we go through a thoughtful process of mutual discovery
Mutual screening call
Samples of work requested
Short writing sample and ads exam
Interview panel

with 4 team members Interview with CEOReferences requestedOfferPlease email your resume and LinkedIn profile to info@sagedigi.com with the subject line Senior Account Manager ApplicationTHANK YOU!

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