Dima Rousseau
Vice President of Operations
dima@calculatedconversions.com

Account Executive

Title	Account Executive - Digital Media Sales
Category / Team	Sales
Title this position reports into	President & Head of Sales

This role is remote, but you must live in either Arizona, Missouri, or Texas to be considered.

You also must have a minimum of 3 years relevant, recent digital advertising sales experience, be proficient in programmatic and paid media strategies, advanced knowledge of CRM systems, prospecting and outreach, and established contacts with marketing agencies and prospective companies. If you do not meet these qualifications, you will not be considered for the position.

Calculated Conversions is a leading Digital Advertising Agency focusing on creating meaningful engagements for our clients by providing innovative marketing strategies resulting in measurable outcomes.

We're seeking a seasoned Account Executive with a minimum of 3 years experience in media or advertising sales. This critical role demands an individual with a robust network of contacts with Agencies & direct Brands and a proven track record of driving sales in a B2B setting.

Calculated Conversions is a remote-first company that offers flexibility to maintain a healthy work-life balance. We strive to live our core values starting with a healthy mindset so we can stay motivated passionate, honest, and continually grow ourselves to provide the best results for our clients. We pride ourselves on effective processes and building the right team to ensure success for everyone.

Calculated Conversions Core Values

- **COMMITMENT**: We actively look for ways we can be better and do better, personally and professionally.
- **EXCELLENCE**: We consistently go above and beyond expectations to produce the highest quality of work.
- **IMPACT**: We embrace the power of people, streamlined processes, cutting-edge platforms, and collaborative partnerships to deliver results.
- **TRUST**: We earn trust through open communication and aligning our words with our actions.

Position Summary

The Account Executive's primary responsibility will be promoting and selling our digital marketing services to direct Brands and Agencies. Leveraging your existing relationships and building new ones, you will identify potential partners, understand their needs, and articulate how our suite of services can empower their growth. Additionally, our unique Agency Partner program includes a lifetime residual income for agency referrals, giving the Account Executive a strategic selling proposition to agencies.

The successful candidate will possess exceptional communication skills, a persuasive sales style, and a deep understanding of digital marketing services. Your ability to cultivate relationships and strategize growth opportunities will be key to your success in this role. This position presents a distinctive opportunity to lead our growth while benefiting from a generous residual income structure.

Key Areas of Responsibility

- Demonstrate clear ability to prospect and drive acquisition of new relationships
- Cultivate new relationships with Brands and Agencies that foster new business opportunities
- Leverage existing relationships to sell our complementary industry leading services across programmatic, paid search, and paid social advertising platforms to Brands and Agencies
- Work with your support team internally to effectively evaluate opportunities and bring them from pre-qualification through activation
- Manage Brands and Agencies Pipelines in company's CRM (HubSpot)
- Oversee the process of creating proposals and responding to RFPs with the internal team
- Communicate effectively with clients and internal team to ensure timelines are met
- Meet or exceed monthly and annual activity and revenue goals as provided by the company
- Other duties as assigned

Work Experience, Qualifications, and Additional Responsibilities

- 3+ years' experience in digital media/advertising sales
- Demonstrate clear ability to prospect and drive acquisition of new relationships
- Strong comprehension of digital advertising products, services, and strategies
- Proficiency in MS Office programs
- Proficiency in digital ad platforms, including but not limited to: Google Ads, Meta Ads, LinkedIn Ads, TikTok Ads, Twitter Ads, Stack Adapt, Near Media, DV 360, TTD, Google Analytics, What Converts, and similar platforms
- Comfortable working in company CRM and similar tools to manage day to day communication and lead flow Including but not limited to: HubSpot, Trello, Slack, Better Proposals
- Familiar with numbers and analyzing data/trends, strong knowledge of advertising KPI's
- Demonstrates these role-specific hard & soft skills:

- Thrives in a fast-paced environment with the ability to work as a part of a team.
- Excellent written, verbal, and interpersonal communication skills by effectively communicating with all levels of employees, management, and clients.
- Exceptional organizational and time management skills.
- Results-driven attitude that thrives to improve and succeed.

Compensation and Benefits

- Competitive salary and bonus structure, based on experience. No cap on commissions.
- Medical, Dental, and Vision insurance (individual & family)
- Company Paid Life Insurance
- Unlimited PTO policy
- Family Leave
- Annual Online Education Stipend
- This is a Remote role – work from wherever is most efficient for you.
- Flexible working schedule – work on your time, just be available and communicate effectively.
- Relaxed, fun, and productive environment

We are dedicated to creating an inclusive environment for everyone, regardless of ethnicity, religion, color, sexual orientation, gender identity, race, national origin, age, disability status or care-giver status.

Inquiries: jobs@calculatedconversions.com