

Job Title	Digital Marketing Account Optimizer
Department	Services - Business Process Outsourcing (BPO)
Location	Client Site, Dublin 3

Accenture is recruiting talented Marketing Executives for an exciting well-known global company based in Dublin!

Scope

Accenture is operating a global Digital Customer Marketing Centre of Excellence for a global Fortune 100 technology company. The Customer Marketing Centre of Excellence is responsible for the production, execution and optimization of highly-personalized digital direct marketing campaigns, including the development of campaign lists, personalized HTML emails and landing pages, campaign deployment, post-campaign reporting and premium account optimization services.

Responsibilities

The Account Optimizer will serve as the primary point of contact between the client's Account Managers, Technology Specialists and Enterprise Advertiser. The role will work directly with the Account Managers and proactively identify ROI and upsell/cross sell opportunities in their managed account portfolio.

Responsibilities include:

- Becoming an expert on the tools and technologies for digital marketing campaign optimization.
- Becoming an expert in search, display, mobile and video advertising.
- Localization of online advertising campaigns.
- Analysing campaign performance and formulating optimization strategies.
- Presenting optimization proposals to Account Managers and clients.
- Identifying ROI opportunities on client accounts
- Identifying upsell and cross sell opportunities on client accounts
- Identifying opportunities for process improvement
- Managing the client relationship with Account Managers
- Identifying and managing risks
- Ensuring a constant high level of quality appropriate to a Fortune 100 company's consumer-facing marketing materials

Qualifications

- 2-5 years prior work experience in marketing or technology
- BA or BS in Marketing, Economics, Computer Science, or a related field

Required Skills and Experience

- Experience in a customer facing environment
- Excellent communication skills
- Excellent command of written English spelling and grammar
- Good interpersonal relationship skills
- Fluent in a second language (German, Danish, French, Spanish, Portuguese, Dutch...)
- Some level of technical knowledge or experience is required
- Some level of marketing knowledge or experience is required
- Some level of account management and sales

Preferred Skills and Experience

- Experience working in online advertising operations
 - Work experience managing projects on rapid timelines
 - Work experience with internationally distributed teams is a plus
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