

Digital Account Manager

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Company: TechWyse Internet Marketing

Location: Toronto

Category: other-general

Got a passion for Internet Marketing? Do you want a job that allows you to continue to grow your skills, get creative and build out campaigns to call your own and work with an amazing team of account managers? Then TechWyse is the agency for you!The TechWyse Account Management team is growing and we are hiring for an Account Manager to join this talented team of marketers. We are looking for a versatile candidate that can execute on projects, provide reporting on campaigns, run client meetings with confidence and is constantly scanning for recommendation improvements for an existing client base.The Account Manageris the first point of contact for his/her clients.If you are ready to learn from the best in the industry, while having some fun and making lifelong friends, this is the role for you!Role DescriptionThis exciting position will involve all of the following day to day tasks:
Build and maintain existing relationships by providing expert account management and improvement recommendationsDeveloping campaign improvement strategies to improve the overall cost per lead and/or cost per sale metrics for the company.Measure results using a variety of tools including, Google Analytics, Paid Search reports, and various SEO tools.Establish goals and meet targets to grow existing client account base.Desired Skills and Experience
Strong communication skills including ability to develop strategies for both business owners and marketing executives for online improvement.Relationship managementKnowledge of any of Google Analytics, Google Adwords, Facebook, Display Networks, SEO, Conversion Rate Optimization and any other traffic building and measurement program.Meticulous follow upStrong organizational skillsDetail orientedSales experienceClient focused, strong communicator with fluency in EnglishExperience in client meetingsPassion for the Internet

Marketing industry
Nice to Have
GAIQ and Google Adwords accreditations
Drivers license & use of vehicle
Knowledge of any of the following programs: Adobe Products including Photoshop, Dreamweaver, Visio, MS Office, Google Apps

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