

## Senior Account Manager – Agency Business

### About Marketfish

Marketfish is a privately funded Seattle startup poised to disrupt the existing \$4.5B list marketing industry with a cutting edge SaaS platform. With nearly every marketing agency in Seattle as our client, Marketfish is poised for quick, explosive growth and an attractive exit strategy. Come join our team of experienced marketers, entrepreneurs and technologists.

Marketfish is located in the historic Florence Building, right next to the Smith Tower in Pioneer Square.

If you have direct marketing (lead generation) experience, love challenging the status quo, and thrive in a fast-paced entrepreneurial environment, then we invite you to apply. In other words...

*Get in touch with your inner fish.*

### About The Position

The Senior Account Manager is an integral part of the team. You will be responsible for two key parts of the business. 1) You will work with top tier marketing agencies and enterprises to ensure adoption of our service and 2) you will work with list owners to maximize their usage of our service(s) over time. In other words, you will be a key driver in the revenue creation of the company.

### Responsibilities

- Evangelize use of the Marketfish platform with current customers
- Develop strategic account penetration plans including global and multi-brand deployments
- Work with enterprises and agencies on account planning
- Turn casual customers into power users
- Constantly strive for improved ROI for our customers and develop ways to highlight campaign wins that can be leveraged across customers
- Deliver exceptional customer service all the time
- Develop tips and techniques to share with customers; provide ongoing communication to foster account loyalty
- Develop escalation processes and account reporting and planning metrics
- Develop a Marketfish user group to leverage peer learning and evangelism

## Requirements

- Bachelor's degree in Marketing or related field – high academic achievement is a plus
- 5+ years experience in an account manager position at a successful marketing or a creative services agency
- Expertise in direct marketing, lead generation, or circulation marketing is a plus
- Some experience with renting 3<sup>rd</sup> party marketing lists from a variety of sources
- Experience as a list broker or list manager is a plus
- Must be tenacious and customer-driven
- Excellent business communication skills
- Demonstrated analytic abilities
- Creative marketing problem solver
- Degree is required, MBA is a plus

In order to apply to this position, please provide cover letter explaining why you're the perfect fit for this position. Be passionate!