

Account Executive

Fronetics Strategic Advisors is a leading management consulting firm.

Our firm works with companies to identify and execute strategies for growth and value creation. We have deep expertise and a proven track record in a broad range of industries including: supply chain, telematics, software, logistics, and real estate.

Our fastest growing practice area is in our Content Marketing and related services vertical. We are therefore looking for a motivated, energetic and dynamic individual to be our next Account Executive in our Content Marketing practice. This is an opportunity for the right person to participate in a fast growing, multi-billion dollar market opportunity, while at the same time helping businesses thrive through the use of our integrated content services and lead generation tools.

The job

The Account Executive will be responsible for securing new business and managing client relationships.

The Account Executive must have a proven track record of prospecting for new clients, and generating income by nurturing existing client relationships. The ideal candidate will have experience working within a marketing firm, social media sales, ad sales and/or SaaS organizations.

Duties and Responsibilities

- Coach and advise small businesses and organizations on best-in-class inbound/online marketing strategies.
- Prospect for new clients
- Present the Fronetics services offering to prospects (both warm leads and cold pitches)
- Conduct needs analysis and follow up with prospects to ensure they purchase products and services that meet their needs.
- Manage the sales cycle and client engagement process including information gathering, product positioning, value determination, client expectations and, ultimately, closing the sale
- Be the Voice of the Customer (VoC) and use that information to drive product enhancements, upgrades, and new product development

Required Skills/Knowledge/Experience:

- Excellent verbal and written communication skills
- Strong client prospect identification, selling, closing and client management
- Ability to work without the need of constant supervision
- Ability to work in a team and provide the required assistance
- Ability to think critically and interact beyond experience range inside and outside the organization
- Working knowledge of content marketing
- Commitment and follow through
- Experience with HubSpot preferred, but not necessary