



### **Who we are?**

Blackcoffee Media LLP is a 2020 established digital marketing firm established by digital marketing veterans who come from companies such as LinkedIn, Facebook and Alibaba and have over 12+ years of experience running global digital marketing agencies. We help businesses achieve their marketing ROI objectives with our cross-platform expertise ranging across social & native advertising ads, while also setting up and scaling their digital touch points.

### **Role: Client Success Executive**

Blackcoffee Media is searching for a Client Solutions Manager to manage relationships with our clients, including executing against client objectives and serving as a trusted digital marketing advisor.

The Client Solutions Manager is a strategic and enthusiastic solution-driver who puts our customers at the core of everything we do.

#### Pre-Sales Responsibilities:

- Understand annual business and marketing objectives of the client and translate them in to marketing outcomes with specific metrics/KPIs
- Work with internal Ops team to Plan/Allocate marketing campaign spends to maximize ROI using a mix of content optimization, targeting/retargeting and the right product
- Work with creative and brand strategy teams to setup delivery expectations and timelines.
- Outline key measurement metrics for the campaign based on objectives and KPIs.

## Post Sales Responsibilities:

- Work with Ops team to Ideate and execute full funnel marketing strategy for the client to ensure conversion and revenue acceleration
- Build compelling client presentations to effectively communicate data and build a cohesive narrative (of strategy, spends, ROI)
- Work with creative team to conduct content audit, content session, content recommendation, A/B testing with an aim to maximize engagement and conversion
- Articulate and communicate any new services we can offer to our clients
- Continued investment in educating and empowering the clients about digital marketing
- Identify up-sell or cross sell opportunities across the book of business & partner with Sales to drive incremental revenue and growth
- Collaborate with cross-functional teams, including but not limited to, product, marketing, finance etc. to ensure best in class client experience
- Build strong, lasting client relationships by owning and delivering customer success through various market dynamics; cultivate deep partnership with key decision makers and influencers
- Demonstrate the impact to the client and influence marketing spends.

### **Basic Qualification (Mandatory)**

- Bachelor's degree in any field
- 2+ years of experience in Digital advertising in either Ad operations or client servicing at a Media Agency or Brand team
- Customer Facing experience
- Excellent verbal and written communications in English
- Adept with PowerPoint and Excel sheets

### **Additional Qualification (Not mandatory, but bumps you to the top of the list)**

- Digital marketing certifications (AdWords/ FB Advertising etc/UpGrad/Digigrad/Similar) completed in the last 12 months.
- Hands on experience of managing programmatic channels.
- Working knowledge of Google Analytics

### **Location**

Temp: Remote

Permanent: Baroda or Mumbai (Candidates will be expected to be present in/relocate to these cities once there is clarity and safety in terms of COVID)

**Please send your updated Resume with the "Role" in subject line to [brew@blackcoffee.media](mailto:brew@blackcoffee.media)**