bcm
blackcoffee.media

Who are we?

Blackcoffee Media LLP is a performance-first digital marketing company established in 2020 by digital marketing veterans from media and technology giants like LinkedIn, Facebook, and Alibaba. The data-driven team helps businesses achieve their marketing goals and ROI objectives with cross-platform expertise across social and native ads while setting up and scaling their digital touch points.

Role: Client Servicing Executive/Strategist

We are looking for a highly motivated and experienced Client Servicing Executive/Strategist to join our team. As a Client Servicing Executive/Strategist, you will be responsible for paid marketing strategies across all accounts at Blackcoffee.media.

Responsibilities:

- Determine near-term and long-term KPIs for all accounts
- Oversee the creative briefs for campaigns and work with existing teams to ensure the execution of marketing strategies and to achieve KPIs
- Identify loopholes and pivot strategies to ensure optimal campaign performance
- Actively manage key clients periodically, providing them with category and competitor insights, campaign learnings, and ideas for the way forward
- Oversee and develop formats for monthly reports

Skillsets Required:

- Must know the latest digital campaign strategies used by e-commerce brands to drive sales
- Must be adept at building high-performing conversion audiences for D2C brands
- Must have a deep understanding of online user behavior and what drives purchases
- Must have experience working in a target-based environment
- Must be comfortable with digital media budgeting
- Must have experience working with creative teams
- Must have great communication and interpersonal skills

Qualifications:

- 3+ 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, written and presentation skills
- Adept at Microsoft PowerPoint and Excel

Location: Remote, Mumbai Preferred

Please send your updated resume to brew@blackcoffee.media