Emodo’s media, audience and creative solutions enable leading brands to think bigger and realize the full power of mobile advertising. Our solutions for publishers unlock a range of inventory monetization opportunities. Together, they provide a path-optimized, privacy-protected environment that improves the quality and performance of advertising for both buyers and sellers. We’ve rearchitected the advertising ecosystem, so it’s cleaner, more durable and makes advertising more effective for everyone involved. The Emodo platform enables peerless innovation, impact and creativity by harnessing the power of AI, 5G, augmented reality and other future-proof technologies. By applying predictive models, pre-bid, Emodo proactively identifies top-performing inventory and eliminates waste and fraud. When it comes to targeting, our AI algorithms verify the quality of audiences that have device IDs and predict the addressability of those that don’t. And, our models are trained by the most accurate data sets available – including the data from mobile networks. We work fast and have fun, and we do it as a team.

Emodo is seeking a passionate data-driven Account Director, for our Managed Service business, with strong analytical and communication skills to manage relationships with our clients, delivering results from executing against client objectives and serving as a trusted advisor and consultant. You have a proven track record delivering results with the ability to lead, develop client campaign solutions, multitask and prioritize, have a drive for innovations, and making data-driven decisions. You will also contribute to the development of new product features to develop better tools and services to improve our products based on the evolving needs of our users. This position reports to the SVP, Customer Experience.

You are:
- Motivated to build long term relationships and deliver exceptional results with top Agencies and Brands in the US.
- Passionate about using data-driven narratives to build trust and secure revenue
- Always asking “how can we do it better?” and working collaboratively to build for quality and scale
- Well versed in today’s programmatic advertising ecosystem: DSP, SSP, PMP, OTT, CTV—you got this.
- A natural at amplifying the good work of others and a willing mentor
- Tuned to the details, but remain focused on strategy and able to balance your day to achieve tactical execution with attainment of long-term goals.

Qualifications
- 5+ years of experience working in Account Management, Media Planning, Sales Planning, or similar function teams in a digital advertising company
- 3+ years of managing client accounts
- BA or BS degree, or equivalent experience
- Proficient synthesizing and analyzing data from multiple sources with MS Excel—we’re an O365 shop.
Exceptional verbal and written skills - you will be the go-to person for campaign strategy – and a proven ability to influence. Interpersonal skills are a prerequisite for success.

Responsibilities:
• Build trusted relationships and gain a deep understanding of customer businesses, requirements and opportunities to offer solutions that exceed customer expectations; collaborate with applicable cross-functional teams to drive optimal media delivery and performance.
• Own and report out on client campaign goals and KPIs; monitor regularly to understand effectiveness of strategy and creative, making recommendations for continuous improvement to maximize the total digital marketing return.
• Recognize upsell opportunities; lead and influence clients to invest when opportunities arise.
• Proactively analyze and optimize customers’ advertising campaigns and marketing programs to make strategic recommendations to customers and ensure client objectives are achieved.
• Regularly communicate critical and actionable insights on campaign plans and results.
• Leverage your analytical skills and knowledge of the programmatic marketplace to influence advertising strategy and tactics.
• Support the Sales Director throughout sales process by being an active participant on client meetings, navigate and influence clients’ personnel and compliment client objectives with your command of the Emodo value proposition and our solutions.

Benefits & Perks
• Emodo offers employees generous benefits including medical, dental, vision and 401K.
• Generous Vacation and PTO policies, including Recharge Power Weekends.
• Paid parental leave.
• Outstanding coaching from senior leaders and personal development opportunities.
• Monthly $125 stipend to support working remotely.
• A flexible RTO plan: HQ office in SF, bringing NYC online and considering Chicago. The office is available for collaboration, but we don’t plan to return to the office in the pre-COVID way.