

Senior Client Development Manager

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Company: Epsilon

Location: Buenos Aires

Category: arts-design-entertainment-sports-and-media

Job Description

We are looking for a **Senior Client Development Manager** to join our sales team in Argentina reporting directly to the Head of Business Development. As a pivotal member of our team, you will play a crucial role in growing, maintaining and nurturing our current business relationships while driving the renewal of existing accounts with a focus on our Media, Advertising, and Data platforms. You will work closely with clients to understand their business objectives and develop data-driven strategies based on the use of audiences, programmatic buying and social media, to help them achieve the objectives of each campaign according to the marketing funnel.

Responsibilities

Cultivate and strengthen relationships with assigned accounts (agencies and direct clients), promoting awareness of Epsilon's solutions and fostering long-term partnerships.

Expand the client base by securing new partnerships, both with previous collaborators and fresh prospects, including brands and agencies.

Collaborate with clients to understand their business objectives, campaign briefs, and target audiences, and strategize how Epsilon's offerings can effectively meet their needs.

Develop and implement data-driven strategies leveraging audiences, programmatic buying, and social media to align with client objectives across the marketing funnel.

Drive product adoption and revenue growth by implementing strategic cross-selling and

upselling initiatives tailored to each client's unique requirements.

Serve as an advocate for client training and service enhancements, ensuring that customer needs are met with excellence and efficiency.

Lead the renewal process for existing accounts, surpassing renewal targets through proactive engagement and exceptional service delivery.

Proactively address client concerns and challenges, championing the overall health and satisfaction of client relationships.

Work closely with our internal Customer Success and Operations teams to promptly address customer inquiries and resolve issues, ensuring a seamless experience for our clients.

Stay abreast of industry trends and best practices, sharing insights and knowledge with clients and colleagues.

Qualifications

8 years' experience selling Advertising and/or Marketing technology products, preferably at multinational or leading national companies.

Preferably 2 in Ad-Tech/Martech and/or Programmatic sales

Demonstrated track record of successfully managing a diverse portfolio of accounts, with a focus on delivering exceptional customer service and driving business growth.

Deeply committed to delivering a superior customer experience, with a strong orientation towards customer satisfaction and retention.

Strong negotiation, presentation, and closing abilities.

Exceptional communication skills, adept at conveying complex ideas and building rapport with clients and internal teams.

Highly collaborative and team-oriented, excelling in fast-paced, cross-functional environments.

Self-motivated and results-driven, with a focus on surpassing performance targets.

Proficient in English for business discussions and correspondence at an intermediate level.

Experience with CRM software is advantageous, showcasing efficiency and technology utilization.

Proficiency in Excel and PowerPoint; experience with Salesforce or HubSpot preferred.

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