



DIGITAL SALES PLANNER

Remezcla is a rapidly growing independent media brand. Founded in 2006, Remezcla was the first premium digital destination for young, multicultural Latinos. Today, it reaches an audience of 40 million. The brand has become the go-to, on-the-pulse source to discover fresh Latino culture. Remezcla is also the preferred partner for leading brands interested in creating relevant content and experiences for a new generation of Latinos. Remezcla and its best-in-class team have earned awards across several categories, including Cannes Lions, Clio, Ex Award, ANA Reggie Award and BizBash Awards, among

JOB DESCRIPTION

The **Digital Sales Planner** will manage digital advertising campaigns and relationships with top tier customer accounts. This position reports directly to the Account Director and partners closely with Sales, Planning, Marketing, Advertising Production, and various technical teams to ensure that advertising clients have comprehensive technical support and superior client service pre- and post-sale. The Account Manager understands customer advertising priorities and strategies. This position will also escalate and troubleshoot issues and demonstrate knowledge and understanding of systems and tools, applications and process. The Account Manager will be expected to manage invoice reconciliation and meet monthly collection goals. Candidates must be well organized, detail-oriented, and possess excellent oral and written communication skills.

RESPONSIBILITIES

- Team with Account Executive to understand client goals and objectives and brainstorm solutions
- Accountable for campaign results and providing clients with strategic and tactical guidance to achieve online marketing objectives
- Combine data analytics and client feedback to configure, operate, and optimize campaigns to meet client objectives
- Work with all internal departments (Ad Ops, Marketing, Management, Product, etc.) on the development and implantation of client campaigns
- Create media plans that meet customer needs and maximize revenue for Remezcla
- Work closely with Account Director to tactically drive company-wide goals and improve operational sales process
- Manage client relationships and deliver superior customer service
- Handle client services and ensuring all digital campaigns get live, including collection of assets and liaising with Ad Ops to ensure campaigns go live as expected
- Lead the monitoring and reporting of campaign performance and proactively communicate any issues to internal team and client, when necessary
- Communicate campaign highlights and/or red flags to Account Director to enable resolution with client
- Monitor campaign to ensure delivery – assist with billing
- Ensure post-campaign research studies are properly coordinated, where applicable

- Deliver campaign recap to AEs and/or clients summarizing performance
- Coordinate with Account Executives on development of renewal strategies based on client/program insights

REQUIREMENTS

- Minimum 2+ years of account management in digital
- Well organized and detail-oriented
- Excellent writing and verbal skills
- Fluent in English, knowledge of Spanish preferred
- Proficient with Microsoft Office and Excel
- Experience managing the development of custom advertising products preferred
- Self-motivated, able to look at data and provide insight related to revenue recognition
- Effective problem resolution skills with proven ability to remove roadblocks

CONTACT

Submit a resume if you meet these expectations and a cover letter explaining why you're the best candidate for the job, to jobs [at] [remezcla.com](mailto:jobs@remezcla.com). Please put "Digital Sales Planner" in the subject line.

***Remezcla is an equal opportunity employer, offering a great work environment, challenging career opportunities, professional training and competitive compensation.**