

Good essay on entering the job market

[Business](#), [Marketing](#)



I have been an Accountant Executive for advertising agencies that are currently doing perfectly well, offering my integrated experience in project work in radio, television magazine, digital media and newspapers. I have been proficient in pitching fresh accounts, communicating the needs of the client appropriately to the creative teams and discerning project requirement. I was charged with the duty to develop relationships at the executive level and managing the daily flow of work of simultaneous projects to make sure that the deliverables are completed on time in line with the strategies and the budget stipulations.

The recent advertising agency that I worked with is Acento. For a period of 30 years it has been a prominent non-dependent and integrated marketing and communication agency that is focused on the Hispanics as well as all the marketing in the U. S. At Acento Advertising Company situated in Los Angeles town, I managed seven of the biggest agency's accounts while serving as the major liaison person between the marketing teams, the outsourced vendors and the agency staff. I defined the project parameters and client requirements and lead teams in developing and in delivery of the multimedia collateral and the strategy of campaigns. I ensured that the budgets are adhered to and also oversaw the process of account billings and coordinated the communication of updates to the client teams appropriately.

While at Acento Advertising Company, I managed many campaigns via multimedia and collaborated with clients from concept all the way to production and launching of prints nationwide, web, on T. V, on mobile device and also on the social media that usually surpassed the expectation

of the clients. I engaged in playing a major part on pitches to the prospective and current accounts through delivering of presentations that acquired new and enlarged the current business entities to realize a multimillion-dollar growth in revenue. I prevented the threat of losing over \$1. 3M account to a competitor of a lower price by demonstrating the value add of the expertise of the agency, the multimedia buying power and the contacts of the industry. I also grew the accounts' portfolio that led to the generation of 20% of revenue of the agency in the year 2011 and also maintained the communications that were on process with all the accounts and strengthened a loyal and lasting relationship with them.

Those working in the position of Advertising Account Executives are usually under the multimedia service agencies or the advertising agencies. The responsibility of coordinating the campaigns of advertising are bestowed in their docket and therefore a clear channel of communication is required to all stakeholders. They must work out ways of understanding the customers effectively in terms of their objectives and needs and also liaise so closely with them during the campaign. This is usually done on daily basis.

Administration of campaign work that includes ensuring that the projects are finished on time and in line with the stipulated budgets, are in their hands.

Their duties can as well involve handling of many accounts at time and they can work for long hours in a very competitive work environment. They report to the account manager. The initial pays are about £19, 000 to £25, 000 per year. But with experience it usually increases to between £29, 000 and £44, 000 per annum. The highest pays can clock £92, 000 per annum.

As a young and energetic fellow I will add to the productivity of my area of

specialization by rejuvenating the skill of presentation and negotiation that will see to the consolidation of the already available accounts and acquiring of new ones. My stunning levels of confidence, persuasive and tactful nature will drive me through achieving my objectives as an individual and also as a team leader. Time management and organization skills that I do embrace even in compromising situations will see to the successful completion of projects in time and within the limits of the budgets. My ability to work for long durations and under pressure, perfectly synchronizes with the requirements of this job hence I will not find it hard to adapt to the environment.