

Position: Ad Sales Account Executive

Location: New York, NY



About Us:

HookLogic is a rapidly growing technology company that powers e-commerce media, a revolutionary way for brands to connect to shoppers in and around the e-commerce environment. For retailers, HookLogic drives a new, high-profit, media-based revenue stream. For marketers, HookLogic creates unprecedented opportunities to influence in-market shoppers at key decision points. Clients include Expedia, Hotels.com, Staples, Overstock.com, and Kiddicare.com. Learn more at www.hooklogic.com

What we're looking for:

As an outside sales executive on the HookLogic media sales team, this individual contributor will be charged with securing agency and brand media buys for the top shelf HookLogic Retail Network. This exciting early stage opportunity will give you the chance to work with cutting edge retail publishers like Staples.com, Overstock.com, Shoebuy.com and others. The Ad Sales Executive will have access to inside sales, marketing, and other company resources in support of the aggressive sales goals. Must be comfortable representing leading-edge e-commerce advertising packages in a complex, multi-level, selling environment direct to tier one brands and agencies. Individual must be highly effective in navigating all facets of the sales process; from territory planning, to prospecting, to understanding media buying cycles, to pitching, to negotiation, and through to closing the business. We are looking for someone who builds deep relationships with customers by being responsive, creative and consultative.

Key Responsibilities:

- **The candidate must have existing relationships at local digital media buying shops and brands in the territory they are applying for.**
- Advertise HookLogic's media proposition and retail publishers network to the brands and agencies in a specific territory
- Create and manage a territory plan to maximize revenue opportunity
- Articulate the value of the HookLogic's media proposition and why it's different than other media programs
- Organize and prioritize brands and agencies against the key categories of HookLogic's retail publishers
- Continuously prospect and pitch new clients, looking to drive the sale of new campaigns
- Manage client relationships from the early stages of the sales process through to post-sales trafficking hand-off
- Create and/or review sales reports and forecasts, as well as ongoing status reports
- Create long term client relationships which ultimately leads to sustainable, repeat business
- Understand and articulate the ROAS for campaigns and use that to fuel new business with existing clients.

Desired Skill Set:

- Should be disciplined and methodical in your sales approach
- Prioritize and organize sales calls for maximum revenue impact
- Create and communicate regular sales funnel reporting to sales management and internal counterparts on account activity
- Comfortable with outbound cold-calling
- Coordinate with, and provide market feedback to, internal counterparts in marketing, product, and technical integration
- Must be comfortable working with a variety of publishers, understanding their unique guardrails in selling their campaigns
- Must be a Salesforce.com Ninja and be comfortable using it to organize your day

Ideal Experience

- 5+ years experience in brand and agency sales experience
- Solid grasp on the online retail space and sensitivities to advertising on sites
- Fundamental understanding of online advertising, technology ecosystem, reporting of campaigns, etc.
- BA degree or equivalent experience required.
- Very strong written and verbal communication skills
- Strong project management skills, with ability to work within a team and facilitate communication among several departments
- Strong organizational and interpersonal skills

Benefits package includes:

- Competitive salary
- Medical / Dental / Vision
- Equity in a high-growth start up
- Lucrative bonus plan

If you feel you are the right candidate, please send your resume to careers@hooklogic.com.