

JOB DESCRIPTION

Client Servicing

Key Requirements:-

- Bachelor's degree in Marketing or any related field
- Proven experience of 6 months internship - 2 years of full-time in client servicing or account management within a digital marketing agency.
- Excellent communication and interpersonal skills.
- Strong time management, organisational abilities, and attention to detail.
- Strong command of Microsoft Office suite (Outlook, Excel, Word, PowerPoint, etc.)
- Familiarity with marketing analytics and reporting tools.

Key Responsibilities :-

- Coordinate with internal teams (e.g., creative, content, and technical) to deliver marketing projects on time and within budget.
- Monitor campaign performance, analyse data, and provide actionable insights to clients.
- Prepare regular progress reports and presentations for clients.
- Act as the primary point of contact for assigned client accounts.
- Responding to client inquiries in a timely and professional manner.
- Build and maintain strong relationships with clients, understanding their needs and objectives.
- Look out for potential upselling and cross-selling opportunities
- Stay updated with industry trends and best practices in digital marketing.
- Assist in proposal preparation and new business pitches.