

## JOB DESCRIPTION & AD: Custom Ad Platform and Media Sales

Job Title: Account Executive – Ad Platforms and Managed Media Services  
Location: Los Angeles, California  
Start Date: Immediately  
Apply: Send whatever you think represents you the best - cover letters, resumes, stories, case studies, presentations and/or work products – to [jobs@socialreality.com](mailto:jobs@socialreality.com)

### Company Description

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Social Reality is a fast growing advertising technology company. Social Reality's various technology divisions connect advertisers with audiences across the whole spectrum of digital media, and content creator across digital publishing and new media influencers with advertisers. If you're interested in working at the intersection of media, content publishing, advertising and technology at a rapidly scaling company, then Social Reality is the right place for you.

The *SRAX custom ad platform and media services group* provides customized technology tools to brands and agencies that support their full media process, from strategy to execution to reporting and attribution, in addition to providing managed media buying services. Candidates with strong digital media and ad platform experience, and a driven approach to sales, will excel in this role.

### Candidate Description

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- You have industry experience.
  - You've preferably been a top account executive at an organization that provides both tech and managed services:
    - Rocket Fuel
    - Centro
    - Media Math
    - Max Point
    - Turn
    - *Something like that*
- You are:
  - Great at figuring things out. You don't need someone to show you how to do it because you'll find a better way of doing it yourself, in your sleep, while juggling all the way through a triathlon.
  - The best at what you do. You've never met anyone better. And you'd bet your life on that.
- You're an aggressive, relentless hunter. You'll find new business through every channel and any channel, capitalizing on every resource at your disposal.
- You excel at stuff outside of work. You might run marathons, volunteer like crazy, ride a motorcycle cross country, free dive, sky dive, write novels, beat video games in a single sitting, and generally be smart, motivated and driven.

### Job Description

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We are looking for outstanding account executives for our SRAX buyside platform and managed services team. These individuals will be responsible for 1) creating new business and 2) managing a book of growing business. Your time is split between hunting and farming. You are an aggressive sales person and are active on both the phones and all communication channels, while also leveraging existing connections and relationships.

Key responsibilities will include:

- Maintain a high volume of daily outreach through cold emails, cold calls, strategic relationship development, and follow-ups.
- Take a knowledgeable and consultative selling approach to discern the best path to engage with a potential client, servicing their needs for the long term.
- Present and demonstrate products and services with enthusiasm.
- Maintain detailed activity and account notes.
- Work with account management team to maintain client relationships and create upsell opportunities.

- Work with product and development team to innovate platform based on client needs.

### **Qualifications**

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- Strong knowledge in digital advertising and buyside ad platforms.
- Highly detail-oriented.
- Highly skilled in utilizing email, CRM tools, marketing automation, office applications – general technical confidence and competence.
- Self-starter and great at figuring things out.
- Stellar communication and presentation skills.
- Relentless and driven.