Account Manager (Marketing Agency exp. req.)

Boston, MA · Full-time · **$80k–90k**

Account Manager (Marketing Agency exp. req.)
Location: Greater Boston Area
Salary: $80,000 - $90,000 + DOE + Bonus + Benefits
Benefits: Medical, Life, Disability, 401(k) w/match, Holidays, PTO
Job Type: Full-Time
Work Hours: Onsite; Mon-Fri; Flexible
Start Date: ASAP
Sponsorship is not available

Account Manager (Marketing Agency exp. req.) Description

Our client, a full-service marketing agency, is seeking an Account Manager to join their growing team in the Greater Boston area. Reporting to the Vice President of Client Services, you will be the strategic driver behind key client accounts—building deep relationships, uncovering pain points, and delivering marketing solutions that generate measurable results. You'll oversee the full lifecycle of multi-channel marketing campaigns, from strategy to execution, while acting as a trusted advisor and growth partner. This role offers the opportunity to work across digital, traditional, and content-driven initiatives, and to identify upsell and cross-sell opportunities that add value for clients and revenue for the agency. This is a high-visibility position where your ideas will directly influence client growth and where you'll have the autonomy to drive strategic decisions

Account Manager (Marketing Agency exp. req.) Responsibilities

- Lead the strategy, planning, and execution of integrated marketing campaigns for assigned clients
- Develop and present marketing strategies that address client challenges and growth opportunities
- Serve as the primary client contact, building strong, trust-based relationships
- Identify and pursue upselling and cross-sell opportunities aligned with client objectives
- Collaborate with internal creative, digital, and analytics teams to deliver high-quality, on-brand work
- Facilitate client and creative meetings, ensuring alignment on goals, timelines, and deliverables
- Monitor campaign performance, analyze results, and provide actionable recommendations
- Maintain budgets, schedules, and project integrity from kickoff through completion
- Coordinate outside vendors and partners to support campaign execution
- Ensure consistency of client branding across all marketing channels

Account Manager (Marketing Agency exp. req.) Qualifications

- Bachelor's degree required
- 2+ years of marketing experience, including at least 1 year in an agency environment required
- Data-driven mindset with the ability to interpret metrics and optimize campaigns required
- Must be willing to work onsite

Apply: https://twonice.hire.trakstar.com/jobs/fk0zom1/?apply=true

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