



### **Company Overview:**

Visible World is the industry leader in addressable and advanced TV advertising. Our suite of services enables advertisers, agencies, and media companies to deliver addressable, interactive, and measurable ads. We offer an at-scale platform that enables addressable advertising on TV inventory, down to the sub-DMA or household level. Visible World brings the targeting precision and intelligence of online advertising to TV.

### **Description:**

Visible World is currently looking to recruit an ambitious **Account Manager** to join our Business Development Team.

The Account Manager will be responsible for managing the day-to-day relationships with Visible World partners who have deployed household addressable advertising solutions (ad sales and operations).

Reporting to the Director of Business Development, this role will be responsible for:

- Monitoring all aspects of addressable advertising campaigns: flight dates, video asset submission, campaign orders, turnaround times
- Represent product capabilities to Agencies and Advertisers
- Build custom reports and sophisticated presentations to communicate campaign performance
- Develop case studies from advertiser campaigns
- Judiciously escalate concerns to internal and external groups (engineering, production, operations)
- Recommend improvements to addressable advertising product

### **Requirements:**

- 3-5 years experience in a client-facing role
- Extremely detail oriented
- Ability to juggle multiple priorities
- Familiarity with media metrics (reach, frequency, GRPs)
- Advanced proficiency with Excel and PowerPoint (Pivot Tables, formulas, charts)
- Comfortable working in a start-up environment
- Familiarity with TV traffic systems a plus
- Undergraduate degree