**Digital Account Executive**

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**1) Digital Account Executive**

Duties: The Digital Account Executive is responsible for managing existing online advertising accounts while also generating new revenue through business development and strategic online partnerships. Generate incremental internet revenue from existing advertisers as well as develop new online revenue from traditional and non-traditional advertisers through convergence packaging.

- Respond to local station RFPs with strategic recommendations for maximizing online revenue

-Grow online ad sales revenue and exceed revenue goals by prospecting for new clients

-Set sales agenda including, prioritizing and organizing sales calls based on maximum potential return

-Create and sell unique sales promotions, including contests and special advertising programs, focusing on relevant local events and content sections within the local site

- Maximize revenue by effectively and efficiently managing advertising inventory & pricing

- Enter online orders and coordinate campaign delivery with CBS Digital Media Group ad operations staff

-Submit weekly pending reports to sales management

-Manage agency and client-direct relationships

Education/Experience: Qualifications: BS / BA degree required
Minimum 2-3 years experience in selling television and/or Internet web sites preferred
Personal vehicle, or access to one, is required

Application:

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| **CONTACT NAME:** | Trevor Frederickson | **SUPV TITLE:** | Digital Sales Manager |
| | | **SUPV NAME:** | Trevor Frederickson |

**(NO PHONE CALLS PLEASE)**

(email to wbbmtvjobs@cbs.com; NO PHONE CALLS PLEASE)

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