

Account Executive

LatinTRENDS is a multi-media company whose mission is to inform, entertain and inspire the forward thinking. It connects the acculturated Hispanic market to advertisers and organizations that want to engage this community. For the last 12 years LatinTRENDS has created a New York City platform of growth with brands, businesses, civic organizations, leaders, innovators, the technology sector and entertainers. Our team has freedom to create, share ideas, and develop their own work/life balance. We generate harmony, passion, and energy from each other, our clients, our partners and the innovative work we do. We live by integrity and we have fun doing so. LatinTRENDS offers growth opportunities to the individual that wants to be a part of a growing company and set a mark on the media business.

Reports to: Business Owner

Purpose of the position: To grow the sales revenue of LatinTRENDS print, digital and events

Target:

- corporate brands
- service companies & organizations
- health companies & organizations
- lifestyle brands
- colleges and universities
- sports & entertainment organizations
- event promoters
- government / city agencies

Responsibilities:

- Increase LT revenue through advertising & sponsorship sales
- acquire leads and list
- identify & call on advertising decision makers
- service acquired client list
- attend internal and external sales meetings
- draft and report weekly sales activity
- create quarterly business development plan (in conjunction with marketing, distribution content strategy/team)
- attend sales training...ongoing

Experience and education required:

- advertising sales experience
- 2 years experience in working with 1 or more of the following: corporate sales, brand side, agency experience, non-profits, chambers, health organizations, concert, colleges, sports
- Bachelor degree preferred
- Requires a home computer and cell phone while on the road

Attributes required:

- highly ethical
- outgoing, social, at ease in any situation
- ability to work in a fast paced environment
- attention to detail
- works well with others
- self generating, shows initiative, driven, ambitious
- organized, can plan a strategy and schedule
- comfortable Google tools, Excel, Word, Powerpoint, (Sales Force experience is a plus)

Hours:

Approximately 40 hours a week, mostly daytime, occasionally evening during events, weekly conference calls, most time spent out of the office, weekly timesheets to be submitted, with travel expenses. 90 day trial period.

Compensation:

Competitive compensation, commission and expenses.

Interested parties should send resumes to: sales@latintrends.com

WEB: www.latintrends.com