

Account Executive, Luxury Marketing-Cover Letter Required

Alexis Day Agency, Beverly Hills, CA

Overview: We are seeking a confident, pro-active, self-starting professional with a marketing and sales background in the luxury brand/lifestyle arena. A go-getter powerhouse who can initiate the sales process, build relationships and has a powerful and persuasive intensity that gets contracts closed. You will be responsible for business building, client acquisition and providing the highest level of marketing consulting service to clients. In this position you will serve as the direct link between our agency and the client, and will manage day-to-day affairs and ensure customer satisfaction. This position requires constant event networking and you must have working knowledge and/or practical experience in the luxury market that will help open new opportunities and build new relationships for the agency.

Who You Are:

- Minimum of 2 years experience in sales, client acquisition or marketing in the luxury, or high-end lifestyle industry is CRUCIAL to your success and fit with our growing team
- Possess a passion for all things luxury related
- Must be experienced working with high profile, high-net-worth individuals
- Candidates must be able to work independently with minimum supervision while meeting tough sales goals
- Must be self-motivated, take initiative, ability to be resourceful
- Strong attention to details, organized, can prioritize and meet deadlines
- Goal Oriented
- A team player, works well under pressure
- Manage multiple projects

- Personable, outgoing, great social and networking skills
- Excellent writing skills
- Excellent business communication skills
- Friendly and persuasive, yet possess a confident and knowledgeable attitude with an ability to overcome objections
- Excellent Phone manner and email etiquette
- Comfortable working with a wide range of clients, at all levels
- Have a track record of obtaining results and assuming responsibility for the outcome
- Able to recognize revenue generating opportunities
- Knowledge of marketing in today's world; experience in digital media, integrated marketing
- Experience in marketing, brand strategy and development

Requirements – Candidates must:

- Vet and pursue luxury brands & clients appropriate for Alexis Day Agency in multiple luxury business categories
- Develop excellent relationships and provide the highest level of marketing consulting service to achieve client's brand goals
- Meet monthly revenue goals
- Be sociable, have an outgoing, professional personality, and great networking skills
- As an Account Executive with our company, you'll be out in the field and on the hunt for new opportunities
- You will establish ongoing revenue generating relationships with luxury brand decision makers and represent the company in the marketplace
- Maintain CRM database that is current and informative
- The ability to self-manage and prioritize is imperative
- Excellent English and college level communication skills are absolutely essential

Qualifications:

- 2+ years sales experience required, most preferably in the luxury market
- Mac literate, computer and internet literate
- Proven track record of sales success with high close ratio in performance driven culture
- Have a willingness to roll up your sleeves and do whatever it takes to get the job done
- Sincere interest in and some working knowledge of luxury brands, and luxury lifestyle
- Reliable

Education: Bachelors degree or higher required. Degree in marketing, communications, PR or related field preferred.

This is a commission base position. If you are as good as we hope you are, your earning potential is impressive.

Interested candidates **must submit a cover letter and résumé. No calls please.**

Required experience:

Sales, Marketing, Client acquisition : 2 years