central states marketing

Strategic Account Executive

Peoria, IL | Full-Time | Onsite

Job Description

Central States Marketing is seeking a highly qualified **Strategic Account Executive** to lead client relationships, guide integrated marketing strategy, and help grow key agency accounts. This role is designed for an experienced agency professional who understands how brand, creative, digital, and paid media work together to achieve measurable business results. The right candidate will be a confident advisor, clear communicator, and proactive relationship builder who can earn trust with senior client stakeholders while aligning internal teams around smart, effective work.

The Strategic Account Executive will serve as the primary strategic partner for an assigned portfolio of clients, translating business goals into actionable marketing and media plans, identifying opportunities for growth, and ensuring that every engagement reflects CSM's commitment to responsiveness, accountability, transparency, and exceptional client service.

What Success Looks Like

- Build durable, trusted relationships with senior client contacts and become an extension of each client's team.
- Understand each client's business model, audiences, competitive environment, growth goals, and internal decision-making dynamics.
- Connect brand strategy, creative, digital marketing, and paid media into clear, integrated recommendations.
- Bring forward proactive ideas, insights, and optimization opportunities rather than waiting for client requests.
- Balance strong client advocacy with agency priorities, team capacity, scope, budget, and account profitability.
- Create confidence through sound judgment, consistent follow-through, and clear communication, especially when priorities shift or challenges arise.
- Identify opportunities to deepen existing relationships and expand CSM's impact across client organizations.

Key Duties and Responsibilities

- **Client leadership:** Own day-to-day and executive-level relationships for assigned accounts, leading status meetings, strategic conversations, presentations, and difficult discussions with professionalism and confidence.
- **Strategic planning:** Translate client business objectives into integrated annual and campaign-level marketing plans with clear audiences, channel roles, budgets, timelines, and measures of success.
- **Media fluency:** Partner closely with media strategy and buying teams across paid search, paid social, programmatic, connected TV, streaming audio, out-of-home, print, and broadcast. Confidently discuss objectives, investment levels, targeting, pacing, performance, optimization, and attribution with clients.

- **Integrated team leadership:** Provide clear strategic direction to creative, media, digital, web, content, analytics, and project management teams. Ensure deliverables are on-strategy, accurate, on-time, and aligned with client expectations.
- **Performance interpretation:** Work with media and analytics teams to turn campaign data into client-ready insights, explain what is driving performance, and recommend specific next steps.
- **Scope and financial stewardship:** Manage account budgets, scopes, estimates, change requests, forecasts, and profitability. Address scope or budget risks early and transparently.
- **Account growth:** Identify unmet client needs, develop thoughtful solutions, support renewals and expansion opportunities, and contribute to new-business efforts when appropriate.
- **Agency influence:** Share client and market intelligence internally, elevate account-management standards, mentor teammates, and help strengthen CSM's strategic and media capabilities.

Qualifications and Experience

- Bachelor's degree in marketing, advertising, communications, business, or a related field, or equivalent professional experience.
- 7+ years of progressive account management, client strategy, or integrated marketing experience, including at least 4 years in an advertising, media, or full-service agency environment.
- Demonstrated success managing complex, high-value client relationships and communicating with senior decision-makers.
- Strong working knowledge of paid media strategy, planning, buying, measurement, optimization, and reporting across digital and traditional channels.
- Ability to interpret performance data, ask informed questions of media specialists, and turn results into clear business implications and recommendations.
- Excellent written, verbal, presentation, negotiation, and relationship-management skills.
- Strong commercial judgment, including experience with scopes of work, client budgets, forecasting, and account profitability.
- Proven ability to lead cross-functional teams, manage competing priorities, and maintain momentum in a fast-paced agency environment.
- Proficiency in Microsoft Word, Excel, and PowerPoint. Familiarity with agency project-management, media-reporting, and analytics platforms is preferred.

The starting salary for this role is $80,000 annually; however, the final compensation will be determined based on the candidate's experience, skills, and qualifications.

Central States Marketing offers an attractive compensation package, which includes a competitive salary, 401(k) plan, PTO, holiday pay, and a comprehensive benefits program. CSM is an equal-opportunity employer committed to an inclusive workplace. Anyone interested is encouraged to apply and CSM does not discriminate on the basis of race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status. Employment with Central States Marketing is contingent upon the satisfactory completion of a criminal background check.