

Founded in 2001, Morpheus Media – A CREATETHE GROUP COMPANY, is a full-service provider of interactive marketing solutions to Fortune 500 companies and those aspiring to land on that list. Morpheus delivers top-performing accountable creative marketing strategies including interactive media planning and execution, keyword search marketing, and building comprehensive online media mix strategies for established brands. Complementing its robust search and display services, Morpheus also offers best-of-breed SEO to augment client search results, and skillful Social Media Optimization to allow brands to not only participate in, but to lead the online conversation. Its teams provide tailored cross-platform marketing plans bridging the gap between creativity and strategy amid a dynamic and ever-evolving marketplace. Details are available at www.morpheusmedia.com.

Specialties: Digital Strategy, Online Display Media, Paid Search, SEM, SEO, Organic Search, Natural Search, Social Strategies, SMO

Senior Display Media Strategist

Reports To: Manager, Client & Media Strategy, AD, Client & Media Strategy

Oversees: Media Strategist, Associate Media Strategist

Role Responsibilities:

- Ability to present and articulate advanced Display Media strategies
- Executive level client presentations
- Coordinate and chair client discovery meetings, as well as, run and manage client calls as assigned
- Manage project workflow and deliverable review process
- Facilitate training and development for strategist and involvement in setting strategist goals and oversight of goal progress as related to Display Media
- Prioritization of team project and delegation of client deliverables
- Lead by example to strategist and associate level
- Creation of process and procedures to increase productivity and effectively manage client load
- Facilitate strategist in becoming more efficient in work flow and productivity
- Manage client deliverable schedule and calendars
- Develop analyses that lead to optimization recommendations and new strategies
- Generate long and short term client strategy
- Remaining up to date on industry news that can impact clients and the ability to train clients in media tactics
- Oversee media planning and fully execute display media campaigns from start to finish including client reporting and analysis
- Deliver media and creative recommendations and accompanying rationale
- Day-to-Day point of contact for client
- Attend relevant Publisher meetings
- Oversee billing process
- Assist agency with developing systems and procedures and attend all team meetings and actively contribute

Role Abilities:

- Demonstrates advanced professionalism, resourcefulness, and the initiative to lead advanced projects
- Ability to communicate on a high level and maintain strong client relationships
- Must be able to take and apply all forms of constructive criticism and have strong client and team leadership qualities
- Ability to be an advanced display technical/discipline leader and manage client relations without direct manager/AD level involvement
- Strong organizational skills and detailed orientation
- Adaptable to change and ability to multi-task
- Strong project management ability
- Ability to research Display issues and formulate solutions
- Advanced knowledge of digital marketing landscape
 - Ability to apply knowledge of display media as well as cross-discipline strategy
- Complete understanding of basic research tools including Google Ad planner, Comscore, Quantcast, and Ad Relevance
- Complete understanding of third party tools including but not limited to DART, MediaVisor and Atlas
- Ability to translate client goals into actionable Media strategy, understand overall client brand objectives and provide strategic recommendations, as well as, the ability to cross pollinate ideas & strategy from disciplines, teams, or clients
- Awareness of third party creative development vendors for client recommendation