

ADVERTISING ACCOUNT EXECUTIVE

THE ORGANIZER

THE PERSUADER

THE CREATOR

FAST FACTS

Job Description

Advertising account executives (AE) are the liaison between the client and the creative team to ensure the client's needs and goals are being met on every project. The AEs are the ones responsible for managing the relationship between the client and the advertising agency.

Median Salary
\$45,771

Industry
**ENTERTAINMENT,
MEDIA & SPORTS**

SKILLS NEEDED

- Ability to communicate clearly both verbally and in writing.
- Must be well organized: you will be juggling many different accounts and many different people.
- Excellent people skills and the ability to work with a wide range of people.
- Professionalism: verbal, written and presentation.
- Good under pressure and time constraints.

THINGS TO DO IN HIGH SCHOOL AND COLLEGE

- A. Intern:**
"An internship is invaluable! As much as you can study advertising, nothing beats seeing it with your own eyes. It'll help you get a sense of how an agency runs and how the teams work together (along with the usual copies and meeting prep)."
-Lisa Wang, Account Supervisor, TBWA\Media Arts Lab
- B. Stay on top of industry news:**
"Whether it's through AdAge, Creativity or other sources, know agency news and trends. Much of what goes on in the ad world bleeds into pop culture, current events and new tech. It's important to understand how advertising is relevant outside agency walls." -Lisa Wang, Brand Director, TBWA\Media Arts Lab

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