



Technical Account Manager, I-Behavior Interactive.

Company Background

I-Behavior Inc., a fast paced, growing database marketing services company with offices located in Harrison, NY and Louisville, CO has a great opportunity for a **Technical Account Manager**, I-Behavior Interactive in our Louisville, CO office. (www.i-behavior.com)

Primary Role and Responsibilities:

As Technical Account Manager for the I-Behavior Ad Services Division, you will report to the GM of I-Behavior Interactive. You will support the Strategic Relationship Manager and our IT Department in ensuring that campaigns are executed with I-Behavior's data and media partners on time and profitably. You will be responsible for ensuring all appropriate data collection tags are working properly on the client's website as well as the clients creative assets and that our clients advertisements are displaying properly with our partners. Furthermore, you may be asked to work directly with clients to solve technical issues which may result as their campaign is executed by I-Behavior partners.

Specifically You Will:

- Execute a "go-live" launch plan for each customer prior to them running a campaign with an I-Behavior media partner
- Develop, test, and support the creation of customer ad tag's.
- Contribute to the profitability of customers by monitoring campaign performance and working with our data and media partners to optimize campaigns.
- Troubleshoot issues which may arise from the collection of customer data, partner campaigns or partner pixels/cookies.
- Provide daily campaign performance reporting.
- Manage data and media partner relationships to ensure smooth execution of I-Behavior customer campaigns.
- Stay current in trends and developments in digital advertising, behavioral targeting and related industries

Requires:

Bachelors
Direct Marketing experience
Campaign management experience

Employee Benefit Package

We offer a competitive compensation and benefits package.

To Apply

Please send resume with salary requirements to: resumes@i-behavior.com, list job code **TAM112** in subject line. (please no phone calls)