



Title of Position: Account Manager

Location: Raleigh - Durham and Norfolk - Virginia Beach

Roles & Responsibilities

- Manage and grow a database of the Company's clients.
- Ethical and profitable sales of promotional products, custom apparel and promotional marketing experiences/services. Research the market and generate new business.
- Develop promotional product campaigns for clients such as:
 - Employee/client incentives, recognition and retention
 - Client/employee appreciation
 - Marketing/tradeshows efforts
 - New and rebranding strategies
 - Employee recruitment and retention
 - Community-centric, cause-marketing efforts (BrandGood)
 - Referral Programs
 - Online Storefronts
 - Sales Team prospecting tools, HR On-boarding packets, Membership Kits
 - VirtualSwag
- Interact with suppliers in sourcing both domestically and overseas cost effective and creative brand merchandise on time and on budget for clients.
- Attend tradeshows to stay in tune with new product lines/offerings/design processes.
- Become proficient with research and CRM software for dynamic proposals, order entry, client database management, and sales tools such as pipeline management.

Qualifications

- **At least 2 years selling promotional products and custom apparel in the Advertising Specialty and Promotional Products Market** or sales experience in a similar industry such as commercial printing, ad/marketing agency, or advertising sales.
- Undergraduate degree. Concentration in marketing, communications, or business a plus.
- Excellent oral and written communications, project management and organizational skills and the demonstrated ability to work as a team player are required.
- Sales and marketing background.
- Database and customer relationship management/order entry experience.
- Attention to detail with strong business/math skill sets.

Desirable Skills/Experience

- Sage or ESP software
- General understanding of online merchandising through corporate stores channels.
- User experience with CRM (Customer Relationship Mgmt) system.
- Vector Graphics Experience

Application Process

Please visit www.brandfuel.com. If, after review, you are interested, please email resume' to resume@brandfuel.com. Only qualified candidates will be contacted. No phone calls, please.

About Brand Fuel:

Brand Fuel is a promotional products agency with three offices/showrooms: on the edge of North Carolina's Research Triangle Park, Greenville, SC and downtown Norfolk, Virginia. As a full-service promotional products agency, Brand Fuel coordinates the selection, design, decoration, and production of logo merchandise for clients locally and worldwide. Since its inception, Brand Fuel has won Best Places to Work, Best Website, Best Showroom, Best National Marketing Event awards, and is recognized in the top

1% of the industry in revenues. We pride ourselves in our creative ability to help clients increase sales and raise brand awareness.