



About Lateam Partners

Lateam Partners is a premier recruitment agency specializing in hiring top **English-speaking** talent in **Latin America** for U.S.-based companies. We connect skilled professionals with dynamic opportunities, offering competitive salaries, career growth, and the chance to work with leading international businesses.

By joining Lateam Partners, you gain access to **exciting remote roles, a supportive work culture, and ongoing professional development**. We pride ourselves on matching top-tier talent with high-quality employers, ensuring a rewarding experience for both candidates and clients.

If you're looking to advance your career with **a stable, well-paid, and growth-oriented opportunity**, apply today and become part of our thriving network!

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Job Title

Digital media Strategy Executive

Location

Remote

Client

Undisclosed

Job Summary

The Digital Media Strategy Executive (DMSE) is responsible for supporting the lifecycle of key accounts across the business. – inclusive of everything from pitch through campaign wrap-up. This role is critical to the success of our digital campaigns and is directly responsible for media planning, order booking, analyzing reporting, campaign optimizations and facilitating billing & invoice generation. The DMSE will work hand-in-hand with their prospective Sales/ Marketing

Pod and is responsible for being the go-to person for any high level planning and category specific questions.

We are looking for a strategic, hardworking, high-integrity team player with an eagerness to learn and proven initiative. The ability to work collaboratively and deliver results in a matrixed environment is essential. Previous media planning experience is a plus

Responsibilities

- Assist Sales & Marketing Pod with all insights related to media planning – confirm avail dates, bookings, strategize and manage budgets specific to key accounts
- Responsible for creating and maintaining media plans, outlines, internal system bookings, etc.
- Maintain deep foundational understanding of our ad products and capabilities (i.e. data, video, social, new products, etc) and be able to speak to new product rollouts
- Contribute to the development on media planning process, best practices and product features/functionality
- Be a pivotal role in improving internal processes and efficiencies

Qualifications

- Experience in the advertising/ media planning industry
- Has a proven track record of going above and beyond their job description
- Dependable leader that can step up to the plate and help make strategic decisions
- Thrives in a fast pace, constantly changing environment; can adapt plans due to changes in client objectives, priorities or budgets while minimizing impact on project momentum
- Strong attention to detail
- Organize ideas and information logically and sequentially
- Excellent organization and communication and skills
- Ability to manage multiple deliverables and seamlessly transition among them
- Demonstrated ability to generate and present well-considered ideas and solutions
- Ability to drive a team toward a common goal
- Experience with Ad Technology / Ad Platforms: ideally, DFP, [Salesforce.com](https://www.salesforce.com), AdBook, Facebook Ads Manager, Google Analytics, DAR, MOAT, AdWords
- Excellent organization and communication skills
- Proficient in Google Suite, Excel

- Analytical

Apply to this position

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