



is a global leader in providing analytical and information services to organizations and consumers to help manage the risk and reward of commercial and financial decisions. We employ more than 15,500 people in over 38 countries, supporting clients in more than 65 countries. Annual sales are in excess of US\$4.1 billion (£2.0bn, €2.9bn). Experian Group Limited is listed on the London Stock Exchange (EXPN) and is a constituent of the FTSE-100 index. Our corporate headquarters are in Dublin, Ireland and we have operational headquarters in Costa Mesa, California and Nottingham, UK. We are currently looking for dynamic talents who would like to build career in an environment characterized by open culture, fast-paced, teamwork, customer focus and creativity.

Line of Business: Marketing Services

Department: Cheetahmail

Position Title: Senior Account Manager

Work Location: Hong Kong

Senior Account Manager

CheetahMail, an Experian Company is a leading email marketing and customer intelligence company. Our technology and service is designed for companies that want to increase their brand equity through the acquisition and retention of their customer base. By empowering our customers to send highly targeted and relevant emails to their permission based subscriber list, our clients can leverage the use of the web as a means to cut costs, strengthen relationships and increase ROI. We are looking for a **Senior Account Manager**.

Senior Account Managers play a critical and essential role for the strategy, production and delivery of our clients' email campaigns and projects. The ideal candidate should be detailed oriented, efficient, dependable and a collaborative team player with a positive "can do" professional attitude. We are looking for team players who thrives working in a fast-paced, dynamic division within a large matrixed organization. Experiences with an interactive or agency background are a plus but CheetahMail will teach and provide all the necessary skills to thrive and be successful in this role. If you have a sense of humor, strong work ethic, sense of urgency and a positive outlook; this just may be the right role for you.

Responsibilities include but are not limited to the following:

- Setting up, testing, and deploying our clients' e-mail marketing campaigns using our proprietary, web-based application
- Interacting with clients on a daily basis and answers questions regarding production status, project questions or application inquiries
- Training clients on the functionality of our web-based application
- Helping clients interpret the results of their email campaigns
- Managing our clients' subscriber databases, including creating and updating their lists and segmenting data for targeted e-mail campaigns
- Helping our clients build and improve their e-mail marketing strategies
- Accountability for resolving client issues, proposing solutions and escalating to the appropriate person to the point of resolution
- Working with the sales team to demonstrate the capabilities of our product to prospective clients
- Ownership of special projects from start to completion, w/ little supervision and oversight
- Training of new account managers and mentoring account managers in their professional development



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Requirements for the position:

- Bachelor's degree
- 2+ years industry experience
- Intermediate Proficiency with HTML
- Intermediate Proficiency in JavaScript and SQL a plus
- Intermediate proficiency with Microsoft Excel for managing data and performing quantitative analysis
- Understanding of databases and related technology query tools like Microsoft Access a plus
- Strong analytical skills for interpreting data into reports a plus

Business Skills

- Experience in the email marketing industry is a plus – either the vendor or client side
- Client management experience is a plus
- Strong oral and written communication skills with keen attention to detail
- Excellent organizational and prioritization skills
- Exceptional work ethic and ability to perform under pressure and meet deadlines
- Demonstrates enthusiasm towards colleagues and clients
- Ability to build effective working relationships with others inside and outside the organization

We offer successful talents an attractive remuneration package. Interested parties please send full resume with current & expected salary and quoting the vacancy ref. Senior Account Manager to our email careers@ap.experian.com

Only short-listed candidates will be contacted. All information provided by applicant will be treated in strictly confidence and used for recruitment purpose only.