Mitali Shukla

SCC498

Dr. Andrea Weber

Organizational Research Paper

For the hiring committee, I was assigned to Emma Conner who would like to apply to be the Digital Marketing Account Manager at Six Spoke Media. As a marketing agency based out of San Francisco, Six Spoke Media has an office in Los Angeles where the position is located. A few of the services they specialize in on their website are video, web design, branding, copywriting, events, pay-per-click advertising, search engine optimization, email, social media, and e-commerce. Their mission is to create a bridge between people and technology to facilitate digital solutions while servicing their clients. Six Spoke Media’s company culture emphasizes continuous improvement or the japanese word “kaizen.” The three elements they home in on are quality, productivity and customer satisfaction. Some of the key terms they mention following their company philosophy are to discover (gathering data and information), determine (analyze findings), Kaizen (meeting with the stakeholders to unify strategy), design (creating the plan), and finally deploy (the follow through). Six Spoke Media has serviced a multitude of clients including but not limited to PayPal, Google, Hello Fresh, Sony Pictures and Josie Maran, to name a few. Founder and CEO Edward Kim created Six Spoke Media in 2009 because he wanted to create a new kind of marketing agency that emphasized the bridge between people and technology as well as tying in social media. In an interview with Inc. Magazine, Kim shared that when the company was close to running out of money, Sony Pictures took a chance on them because of their social media campaign methodology and constructing such campaigns keeping algorithms in mind. Sony wanted their help because they wanted to promote their movie “Takers,” and they intended to target the 18-25 year old male demographic; however, Six Spoke suggested they try a female demographic because of Chris Brown, Hayden Christensen and Paul Walker were “hunks” according to tweets and Facebook comments from women regarding the film. Selecting a specific target audience to market to was a key strategy that Six Spoke Media utilized to displace “The Social Network” on the home box-office charts for two weeks. This was monumental because that level of success was unexpected from DVD sales and rentals. Since they are hiring a digital marketing account manager, the advertising agency needs an individual who is able to take charge with clientele, whether that be setting program objectives or project timelines. Being an account manager requires the ability to foster client relationships as well as collaborate with a sales and marketing team with the purpose of making presentations. They serve as liaisons between the agency and its clients, so this requires an individual with excellent written and verbal communication skills as well as a customer service orientation. Since the digital account manager must manage each client project, it is imperative that person chosen for this role has some project management experience. Being an independent learner of programs and technology is also an important skill that the Six Spoke marketing agency desires in their employees. In summation, an ideal candidate for the digital account manager position is someone who is driven by facilitating client relationships, maintaining projects with clients, and finally, independent specialization in technology and software to go above and beyond in this role.

Interview Questions:

1. Can you tell me about a time when you had to take a project manager role in either an internship, at work, or in your coursework?
2. What have you accomplished in the workforce or in school that shows your initiative and willingness to work?

References

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