

ABSTRACT

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ACCOUNT EXECUTIVE ACTIVITIES AT GRAB ESSENTIALS! SEO INDONESIA (DIGITAL MARKETING AGENCY)

During the professional work activities in the Marketing division at Grab Essentials! SEO Indonesia, the practice has the opportunity to learn about Account Executive activities located in the Marketing division of the digital advertising industry. The main job of practicing is to become an Account Executive on Grab Essentials! SEO Indonesia is like maintaining good relations with clients who cooperate with Grab Essentials! SEO Indonesia or clients who will work together. Job desk practices such as follow up, make an offer letter, and do promotions. In addition, the practice also does several other jobs, namely, managing digital advertising, creating copywriting, planning social media content, organizing content upload schedules, organizing social media advertising schedules and placing ads on various social media. During the three months of professional work, the practice of gaining new knowledge and experience in the Indonesian digital advertising industry and learning how to serve clients so that clients are satisfied with the cooperation provided from Grab Essentials! SEO Indonesia.

Keywords: Marketing, Account Executive, Social Media Management Content