

ABSTRACT

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ACCOUNT EXECUTIVE ACTIVITIES AT LIMESTONES DIGITAL INDONESIA

Internship is one of the requirements set by the university and must be fulfilled by students in completing their Bachelor (S1) degree. To fulfill these requirements, the intern goes through a period of Internship at Limestones Digital Indonesia with a position as a Junior Account Executive. In the implementation of Internship, the intern are given the opportunity to study the Account Executive work process as a liaison between external and internal company parties. In the midst of the development of the digital industry, research skills are the main thing. Through research, the intern can find out the trends that are developing in society. Of course research data can be a support for Account Executives to know client needs in planning campaign strategies. The intern also have the responsibility of conducting Competitor Reviews to become a reference for companies in creating brand campaigns that are more creative and able to persuade audiences. The intern have obtained these competencies in several courses specifically in Quantitative Research Methodology, Public Relations Introduction, Public Relations Writing, Public Relations Production, Public Relations Strategies and Tactics, and also Online Public Relations. The intern realize that Account Executives have an important role in build a good relationship with their clients because it has an effect on the sustainability of a digital agency.

Keywords: Account Executive, Research, Campaign Strategy, Competitor Review, Digital Agency