

Strategic Account Executive

Client leadership across a portfolio of brand-first engagements

Reports to: Integrator / Owner **Team:** Account & Delivery **Type:** Full-time **Location:** [St. Louis, MO, hybrid · confirm]

ABOUT SPOKE

Spoke is a brand-first marketing agency. We do our best work with teams standing at a threshold of change: a new market, a rebrand, a growth inflection, an acquisition. We help them get where they want to be with a blend of brand strategy, creative, and marketing technology. We run our own business on EOS/Traction and on HubSpot, so we advise from lived experience, not theory. We lead with empathy, back it with expertise, and never make a client feel small.

THE ROLE

We're hiring a Strategic Account Executive to own a portfolio of our client relationships end to end: the relationship, the strategy, and on-time delivery. You are the client's trusted advisor and, internally, the air-traffic controller who keeps our creative and technical teams pointed at the right work. This role is taking over an established, active book from a departing senior leader, so you'll step into live relationships and in-flight work rather than building from zero.

This is a senior, client-facing seat for someone who can hold a strategy conversation with a founder in the morning, translate it into a clear brief for the team by lunch, and keep three other accounts moving in between. You won't be doing the design or the HubSpot build yourself; you'll be the strategist and conductor who makes sure the right work happens, on time, and lands with the client.

THE BOOK YOU'LL INHERIT

A portfolio of 7-10 active accounts, a mix of monthly retainers and project engagements, spanning multiple industries. The work ranges from brand strategy and messaging to website and CRM builds, marketing campaigns, and voice-of-customer research. Most accounts run on HubSpot. You'll partner with a creative and dev pod and a HubSpot/RevOps specialist to deliver, and with the leadership team on pricing and growth.

WHAT YOU'LL OWN

Account leadership & relationships

- Serve as the primary point of contact and trusted advisor for your accounts, building real relationships with founders, CMOs, and marketing leads.
- Run the weekly rhythm: client syncs, clear recap-and-next-steps communications, and proactive status so nothing goes quiet.

- Represent the client inside Spoke and Spoke to the client: read the relationship, manage expectations, and defuse friction before it grows.

Strategy & brand

- Translate each client's business goals into a marketing and brand strategy: positioning, messaging pillars, buyer journeys, and priorities.
- Ground strategy in evidence: use voice-of-customer research and real customer conversations to shape what we say and to whom.
- Lead client presentations across diagnosis, strategy, and delivery, teaching the why rather than just presenting slides.

Delivery & project leadership

- Own on-time delivery across your book: scope the work, set job numbers and timelines, and keep the creative and dev pod unblocked.
- Be the air-traffic controller: sequence competing deadlines, delegate clearly, and make the call on what ships when.
- Hold quality: review work against the brief and the brand before it reaches the client.

Growth & account expansion

- Spot opportunities to deepen each engagement and partner with the owner to scope and price new work and renewals.
- Support proposals and statements of work, using our proposal and pricing system.

Operating rhythm

- Participate in our EOS cadence (weekly standup, account status, and the L10 rhythm) and keep your book visible and current.

OUR STACK

We run lean and modern. You'll be fluent in the tools our whole business runs on, and you'll treat AI as a force multiplier rather than a novelty. You direct the systems; you don't have to build them from scratch.

- **Claude (AI):** we build and run our own custom AI skills for proposals, voice-of-customer research, content, time tracking, and capacity planning. You'll use them daily and help shape them.
- **HubSpot:** our CRM, marketing automation, and client portals. The system of record for pipeline, contacts, and client data, and the hub you'll steer builds within.
- **ClickUp:** project management, job numbers, time tracking, and delivery across every account.
- **Google Workspace:** Docs, Drive, Calendar, and Gmail for collaboration, deliverables, and client communication.
- **Slack:** Daily internal communication as well as selected clients.

WHAT YOU BRING

- 5+ years in account management, client services, or B2B marketing leadership, ideally agency-side, managing multiple accounts at once.
- A strategic mind with executional discipline: equally comfortable shaping a positioning framework and chasing a deadline.

- Fluency in brand and messaging, and genuine curiosity about customers and research.
- Hands-on HubSpot experience, or strong martech aptitude and the confidence to lead CRM and website conversations.
- Comfort across a modern martech and AI stack (HubSpot, ClickUp, Google Workspace, and AI tools like Claude), and eagerness to let good tooling multiply your output.
- Project-management chops and the calm to juggle a full portfolio without dropping threads.
- Excellent writing and presentation skills: you can carry a client meeting and land a recommendation.
- Low ego, high ownership: you translate jargon, share credit, and make clients feel capable.

Bonus points

- Experience with EOS/Traction, or with manufacturing, professional-services, or M&A clients.
- A background that blends strategy and delivery across brand, growth, or marketing-ops.

WHAT SUCCESS LOOKS LIKE

- **First 30 days:** relationships transferred with no drop in trust; you know every account's state, contacts, and in-flight work; nothing has stalled in the handover.
- **By 60 days:** you own the weekly rhythm across the book; delivery is on time; clients experience you as their advisor, not a new contact.
- **By 90 days:** the portfolio is stable and healthy, at least one expansion or renewal conversation is underway, and the team trusts your air-traffic control.

WHO YOU ARE

You lead with empathy and back it with expertise. You're a calm conductor under a full load, you believe in crawl, walk, run over big-bang rollouts, and you'd rather make a client feel capable than look clever. You care about the work and the people, and you close conversations with a door open, not a hard sell.

HOW TO APPLY

Send a short note on why this book fits you, plus your resume, to david@spokemarketing.com. Spoke is an equal-opportunity employer.