

Turkey Jobs Expertini®

Industry Consultant

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Company: Digital Turbine

Location: İstanbul

Category: other-general

Industry Consultant

Istanbul, Turkey EMEA – Brand Sales /Full-time /Hybrid At **Digital Turbine**, we make mobile advertising experiences more meaningful and rewarding for users, app publishers, and advertisers — intelligently connecting people in more ways, across more devices. We provide app publishers and advertisers with powerful ads and experiences that captivate consumers, fuel performance, and help telecoms and OEMs supercharge awareness, acquisition, and monetization. In a rapidly evolving industry, we are constantly innovating and creating better paths of discovery to connect consumers, publishers, and advertisers across the mobile ecosystem. As an Industry Consultant, you will create a deep understanding and expertise for different verticals and develop business strategies and plans accordingly. As an industry expert, you will partner and support sales teams by producing relevant insights, materials, and arguments to grow business. On top of local-level responsibilities, Industry Consultant will identify the winning strategies and scale the insights throughout the regions. You'll be working in our Istanbul office and be reporting to our managing director.

About you:

Develop a deep understanding of the business and marketing strategies and needs of customers, and insights into their consumers' behavior,

Develop the vision, strategy and sales plan for the industry to unlock potential,

Collaborate with Sales, Marketing and Creative teams to define strategy,

Prospect, engage, and follow up on new advertising and brand client opportunities,

Attend client meetings in related regions,

Identify, analyze and benchmark campaign and customer success that leads to new sales and upsell opportunities,

Guide the creation of inspiring presentations and stories that demonstrate the value of DT products.

About the role:

BA/BS required (economics, business, or marketing preferred),

Min. 5 years of ad sales experience and/or quantitative/analytical background (finance/consulting/account management)

Experience in or a passion for mobile and video advertising,

Familiarity with user acquisition and growth models for mobile apps (CPI, CPA, CPC, CPCV),

Strong understanding of the mobile advertising ecosystem and key players,

Exceptional analytical, consultative and solutions-driven relationship skills,

Superior organizational skills and ability to manage multiple competing priorities across internal and external client needs,

Ability to collaborate with x-functional teams.

A fluent English speaker who communicates (written and verbally) to a high professional standard.

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