

Perfect Pitch Competition Case

NC State AMA Regional Competition | Accelerate Your Marketing Career

Format

- Case scenario released before the event (below)
- Individual students are required to pitch themselves as best for the job in **90 seconds or less**.
- **Teams come to the conference with their presentation prepared. Visual aids are not allowed.**
- Each participant will be assigned a block of time during the competition to report to the judging room to deliver their pitch.
- Competitions will be held in the afternoon of the conference, allowing you to select Perfect Pitch AND Marketing Strategy OR Reunion Marketing Digital Strategy

Rules

- There is no limit to the number of individuals who can enter into this competition.
- Panel of judges discuss and submit scores
- Winners will be chosen from each of 2 - 3 rooms. The room winners/finalists will then be asked to pitch on stage at the end of the conference.

Evaluation

- Pitchers will be evaluated on:
 - Speech delivery (dynamics, gestures, tone of voice etc.)
 - Originality and creativity
 - Persuasiveness and storytelling/examples
 - Customizing pitch to the company job description
 - Whether or not they asked for the job

Prizes

\$500 in total prize money will be awarded for this competition. The distribution will depend on the number of students competing.

For any questions or requests for clarification, please email Parker Lee at pelee2@ncsu.edu.

Perfect Pitch Competition Job Description Case

Account Manager of Creative Marketing Solutions Marketing Agency

Creative Marketing Solutions is a full service marketing agency that works with small businesses. They assist with digital marketing (SEO, website, social media etc.), marketing research (focus groups, surveys etc.), and general business strategy consulting.

The account manager of the Creative Marketing Solution is responsible for managing the entire process of agency project. This includes exploratory phone calls with the client, assigning team duties, and ensuring that deadlines are met. He or she must also proactively report progress out to management and communicate any challenges that may arise.

Requirements

- Great communicator - you will be representing CMS to clients, communicating with your manager, and also organizing your team of 10.
- Results oriented and reliable - when you say you're going to do something, you always follow through. You are proactive in asking needed questions and making sure you are providing quality work.
- Data oriented - Data beats intuition, and CMS is a data driven organization. You will need to be able to understand how data plays a role in areas like digital marketing and market research. Be prepared to explain unfamiliar concepts to clients and team members.
- Creative - You think outside the box and bring the client fresh, cutting-edge solutions that they won't see from other agencies.
- Lifelong learner - You are always improving your skills, both core and technical. You are up to date on industry trends and can have intelligent client conversations.

Responsibilities

- Proactively communicates with clients to understand needs and desired outcomes, working with the team to ensure the work fits the need.
- Communicates proactively with the advisory board and CEO to finalize clients, develop and deliver a statement of work, and update on progress.
- Manages and facilitates team members and relationships with clients to ensure proper information flow and timely realization of deadlines.
- Contribute your own work and ideas into the project while also delegating tasks and facilitating the ideas of others. Ensure that your technical & people skills are up to par and you can have quality conversation with a client.