
Business Growth Specialist

Company: Trident Media Group (TRDNT)

Location: 2153 Highway 75 Blountville, Tn

Job Type: Full-Time

Job Summary

Trident Media Group is looking for a driven, relationship-focused **Business Growth Specialist** to help grow and retain our client base. This is a sales-forward role for someone who knows how to build trust, identify opportunities, close deals, and guide clients toward the right marketing solutions for their business.

At TRDNT, we help businesses grow through strategic digital media, organic marketing, creative services, and websites. The ideal candidate understands how to uncover client needs, communicate value clearly, and manage relationships in a way that drives both client success and company revenue. Our brand is centered on business growth, measurable outcomes, and tailored solutions, so this role needs someone who can confidently represent that promise in every conversation.

Key Responsibilities

- Build and manage relationships with new and existing clients
- Identify client goals, challenges, and growth opportunities
- Recommend the right TRDNT solutions across digital media, SEO, websites, creative, and related services
- Generate new business through outbound outreach, follow-up, networking, and referrals
- Lead sales conversations from discovery through proposal, close, and onboarding handoff
- Serve as a primary point of contact for assigned accounts and ensure a strong client experience
- Work closely with internal teams to align client expectations, campaign goals, and deliverables

- Maintain accurate notes, pipeline activity, and follow-up tasks in the CRM
- Monitor account health and proactively surface upsell, cross-sell, and renewal opportunities
- Help clients understand performance, value, and next-step strategy
- Support retention by maintaining strong communication and solving issues before they become problems

Qualifications

- 2+ years of experience in sales, account management, business development, customer success, or client services
- Strong communication and relationship-building skills
- Ability to confidently lead discovery calls and present solutions
- Experience managing a pipeline and closing deals
- Organized, proactive, and comfortable handling multiple accounts at once
- Strong follow-through and attention to detail
- Ability to collaborate with creative, media, and marketing teams
- Experience in an agency, marketing, media, or digital services environment preferred

Preferred Experience

- Familiarity with Google Ads, SEO, websites, branding, or digital marketing services
- Experience with CRM systems and sales tracking
- Understanding of consultative selling and solution-based sales
- Ability to translate client goals into clear recommendations and next steps

What Success Looks Like

- New business opportunities are consistently generated and followed through
- Clients feel supported, informed, and confident in TRDNT's recommendations
- Revenue grows through strong retention, upsells, and new client acquisition
- Internal teams receive clean handoffs and clear client expectations
- TRDNT continues to deliver the growth-focused experience reflected across its brand and services pages.

Why Join TRDNT

At Trident Media Group, we're focused on helping businesses grow through tailored marketing solutions, strategic outreach, and memorable brand experiences. We value people who care about results, relationships, and doing meaningful work that helps clients move forward. Your site also highlights interest in talent across paid media, SEO, web, creative, and client success/project management, which fits this hybrid growth-and-relationship role well.

Compensation

Compensation and benefits discussed during the interview process.