

# Account Executive: Citation Labs & ZipSprout

We're adding sales capacity across ZipSprout and Citation Labs, sister companies helping businesses stay visible in search and in AI answers.

You'll run full cycle deals from first conversation to close using a proven playbook in HubSpot and Basecamp, pulling in subject matter experts when technical depth moves the deal. Weekly pipeline reviews keep the process tight and the pipeline real.

And once you're comfortable with our offering, you'll engage with SEO communities and work with the CRO to test new outreach campaign to drive leads.

Sound like a fit? Read on:

## Responsibilities and Daily Activities

- Manage the full sales cycle across ZipSprout and Citation Labs from inbound inquiry through close.
- Review new inbound leads in HubSpot and follow up within one business day.
- Run discovery and sales calls, qualify prospects, and present ZipSprout and Citation Labs clearly using our scripts, decks, and processes.
- Build and manage pipeline through SEO community participation, warm conversations, and introductions.
- Maintain accurate deal stages, notes, next steps, and tasks in HubSpot.
- Use Basecamp for assigned tasks, checklists, campaigns, and process development.
- Work with the CEO on enterprise and strategic opportunities when needed.
- Meet weekly for pipeline review, coaching, and performance tracking.

## Skills and Experience

- 3 to 5+ years in consultative SEO, B2B SEO, link building, or digital marketing services (agency, consultant, or in house).
- Can speak confidently about backlinks, visibility, and business impact in plain language.
- Confident qualifying and disqualifying opportunities, running first calls, and knowing when to bring in an SME for technical depth.
- Comfortable showing up in SEO communities to build relationships and opportunities.
- Organized, clear communicator, and improves through feedback in a remote environment.
- **Ideally:** 1+ year in consultative B2B sales or a client facing SEO role.
- **Ideally:** Comfortable using HubSpot for deal tracking, task management, and notes.
- **Ideally:** Comfortable coordinating work in Basecamp or similar tools.

## Performance Metrics/Success Criteria

- **Lead response time:** Initial follow up within one business day for all new inquiries.
- **Pipeline hygiene and accuracy:** HubSpot reflects reality for stage, amount, close date, next action, and notes across both pipelines.
- **Qualification discipline:** You qualify confidently against the ICP and buying reality, advance deals for the right reasons, and disqualify early when fit isn't there.
- **Deal progression:** You move opportunities consistently with high value follow up and clear next steps.
- **Consultative selling:** You identify when technical depth is needed and bring in the right SME with context.
- **System compliance:** HubSpot tasks drive your week. Basecamp is used for internal coordination and handoffs.
- **Revenue contribution:** Progress against monthly and quarterly targets based on deals you own, with clear attribution across both pipelines.

## Tools + Systems

- **HubSpot CRM:** pipeline management, lead tracking, tasks, and reporting
- **Basecamp:** internal tasks, checklists, and cross-team coordination
- **Google Workspace:** email, docs, calendar, and day-to-day communication
- **Loom:** walkthroughs and async updates
- **LinkedIn:** community participation, networking, and outreach
- **Ahrefs or Semrush:** occasional backlink and domain research

## Who You'll Work With

You report to James D. (CRO) for sales accountability and coaching. You'll also have weekly calls with Valerie (COO) and Garrett (CEO) to discuss progress and high-value opportunities.

Once you close a deal, you'll schedule a kick-off call, where you'll hand the client off to Ellen (Head of Services) and occasionally field questions the implementation team may have.

## Ideal Background and Traits

We're looking for a structured, process-driven seller who keeps the pipeline clean and follows up without being chased.

You should have experience explaining outcomes, backlinks, visibility, and ROI in plain language to business owners and agencies. Ideally, you've sold SEO or marketing services.

You're credible in SEO, comfortable showing up publicly in the community, and can easily talk shop. You're also independent, open to feedback, and improve through repetition.

You believe in our mission of connecting companies with local communities through sponsorships that create real impact.

## 30-, 60-, 90-Day Expectations

### **30 days:**

You know the offerings and ICP for ZipSprout and Citation Labs. You'll get familiar with using HubSpot and Basecamp to guide daily activities without reminders.

You'll respond to inbound leads within one business day, and you'll follow the sales process to track those leads through the pipeline.

### **60 days:**

You're running live opportunities end-to-end across ZipSprout and Citation Labs with confident qualification, clean handoffs, and consistent follow up.

After every touch, HubSpot reflects reality the same day: stage, close date, and a scheduled next action with an owner. When a deal needs technical expertise, you spot it early and pull in the right SME for a consultative call that moves the buyer to a decision.

### **90 days:**

You operate independently across ZipSprout and Citation Labs, owning qualification, deal progression, and close on active opportunities. You handle common objections confidently, set clear close plans, and close early wins.

In HubSpot, every deal has a current stage, close date, and scheduled next action, and your notes keep pipeline reviews fast.

You start generating net new opportunities through participation in SEO communities. And you bring one or two process improvements based on what you're seeing in the field.

## Compensation And Structure

- **Role type:** Full-time (W2 Employee)
- **Location:** Remote. Company based in Louisville, Kentucky. Role is remote with working hours aligned in Eastern Time.
- **Base salary:** \$60,000 to \$80,000, depending on experience and role fit.
- **Commission Plan:** Not available at start. Leadership intends to introduce within 6 mo.
- **Pay cadence:** Paid weekly.
- **Benefits and other compensation:**
  - \$500/month health stipend given at the start of each month
  - 2% annual raise
  - 180 hours of PTO given Jan 1, 2026
  - Up to one week (40 hours) of unused PTO can roll from 2026 to 2027

- **Holidays:** New Year's Day (1/1/26), Memorial Day (5/25/26), Juneteenth (6/19/26), 4th of July, Observed (7/3/26), Labor Day (9/7/26), Thanksgiving Day (11/26/26), Christmas Eve (12/24/26), Christmas Day (12/25/26), New Year's Day (1/1/27).
- **Travel:** 1 - 2 annual industry events per year
- **How to apply:** [Apply on our Careers Page](#).
  - **Deadline:** 6 February 2026
- **Hiring process:** Submission, Initial Interview with CRO, Team Interview with COO and CEO.
- **Start date target:** 23 February 2026

## About ZipSprout + Citation Labs

Headquartered in Louisville, Kentucky, ZipSprout and Citation Labs are sister companies with a shared team focused on helping businesses stay visible in search and in AI answers.

### About ZipSprout

ZipSprout connects businesses with grassroots nonprofits and community events through hyperlocal sponsorships and long term partnerships.

Since launching in January 2016, ZipSprout has placed \$9,415,028 in sponsorship dollars and facilitated 26,050 sponsorships between businesses and nonprofits.

### About Citation Labs

Citation Labs is a remote team of link building strategists and operators that takes a scientific approach to earning citations for businesses in competitive search environments.

The mission is to help in-house SEO teams earn relevant links to sales pages each month, paired with reporting built for leadership.

Apply:

<https://zipsprout.com/careers/>

<https://citationlabs.com/careers/>