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## Account Manager, France Pinterest, Confirmé

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### EXPERIENCES PROFESSIONNELLES

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juil. 2021 / juin 2022

#### Account Manager, France Pinterest

- \* Building, managing, and growing strategic partnerships with large customers and agencies
- \* Solving partner business challenges by way of critical thinking and teamwork that produces industry leading business plans for large customers
- \* Working with clients and agencies to cross sell and up-sell opportunities that contribute to the team's ability to exceed revenue targets
- \* Tracking, analyzing, and communicating key metrics and business results that improve performance
- \* Gaining a deep understanding of our partners' business goals and turn data into compelling stories and actionable insights to help them succeed

*Pinterest is a tool used by 20+ million users in France to find inspiration and solutions about their daily needs or their passions. And brands bring value and solutions to users' needs.*

juil. 2019 / juil. 2021

#### Outbrain

*I'm working with a variety of partners to help them achieve their goals through implementation, optimization, and new product adoption.*

##### *Responsibilities:*

- \* Owned all post-contract client communications for some of Outbrain's largest clients (Altice, 20minutes, Orange, Le Monde, CCM Benchmark)
- \* Met and consulted regularly with clients to understand priorities, review performance, and share product updates
- \* Developed processes in order to provide superior client support and escalate partner feedback to internal stakeholders
- \* Worked with a broad range of internal parties (Product, Engineering, Business Development, Legal, Marketing) to build partner strategies
- \* Identified revenue and engagement opportunities and work with client to implement them
- Educate clients on Outbrain value and any relevant new products, features, or initiatives*
- \* Oversaw core technology integrations, with support from Technical Account Management and Product, to ensure smooth and successful launches
- Monitor client performance trends to find actionable insights*
- \* Collected feedback from Engage Partner Managers about new products and represent the team in the go to market for strategic product launches
- \* Oversaw a small team of partner managers

août 2018 / juin 2019

#### Ligatus Campaign Manager

PSA Group

Account Manager for Ligatus  
Outbrain  
Aug 2018 - Jun 2019 (11 months)  
Ligatus Campaign Manager, I supported french media agencies (Mindshare, Mediacom and Remind) in  
order to develop and optimize their Ligatus campaigns:  
\* Implemented, monitored and optimized Ligatus campaigns according client's objectives (including  
PSA Group, Mazda, Lexus, Volkswagen, IBM, American Express)  
\* Ensured and developed long-term existing business relationships with agencies: renewal of contracts  
and up-sale  
\* Successfully advised on the choice and development of creative elements

#### Adwords Account Strategist

**avr. 2016 / mars 2018**

#### Google Adwords Specialist

agencies in order to develop their Adwords competencies and accounts.

- \* Created a strong and privileged customer relationship with the agencies.
- \* Developed their Adwords activity.
- \* Promoted various Google advertising strategies to agencies.
- \* Shared Adwords campaign's optimizations.

**mai 2015 / nov. 2015**

#### Ecommerce Assistant

Accor

contributed to support hotels for the update of their information and photos - TripAdvisor Business

Listings Management

- \* Updated web banners and pages on [accorhotels.com/fr/france/index.shtml](http://accorhotels.com/fr/france/index.shtml)
- \* Created commercial offers (mono or multi-brand)
- \* Contributed to the relay of commercial offers and best practices to global teams (Benelux, United Kingdom, China, ...)
- \* Analysis of the key performance indicators of each offers

**avr. 2014 / août 2014**

- \* Contributed to the creation of marketing contents for the website
- \* Updated web banners and pages
- \* Contributed to the development of diverse projects: creation of a more user-friendly menu, creation and integration of a new webpage : [www.go-sport.com/n-19391/nos-services.html](http://www.go-sport.com/n-19391/nos-services.html)
- \* Traffic acquisition optimization and conversion monitoring

**sept. 2013 / mars 2014**

#### Digital Project Assistant

- \* Contributed to the creation of HTML emails
- \* Created personalized email marketing campaigns
- \* Created and optimized paid referencing campaigns (SEA)
- \* Optimized natural referencing (SEO)
- \* Monitored and reported statistics (SEA, SEO, Emailing and Facebook pages)

## DIPLOMES ET FORMATIONS

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**sept. 2011 / juin 2015**

#### Master of Science (M.Sc.), Digital marketing and communication, Business School - BAC+3

Rennes School of Business

**sept. 2009 / juin 2011**

#### Licence 2, Economie-Gestion

SKEMA Business School

## COMPETENCES

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web banners, Adwords, Google Adwords

## COMPETENCES LINGUISTIQUES

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