



# CHARLES PIQUOT

ACCOUNT MANAGER - CUSTOMER SUCCESS MANAGER

## EXPERIENCES

Sept 2025 - July 2026

**Prisma Media for Publishers**

Fixed Term Contract

### Account Manager - Ad Tech & Publisher Monetization

Lagardère Media Group, L'Express, Uni-Médias Group, 20 Minutes ...

- Led the onboarding and technical integration of external publishers, managing contracts, documentation, tagging plans, and in-house monetization solutions.
- Managed publisher relationships and served as the main point of contact throughout integration and ongoing monetization and DATA Sharing operations.
- Oversaw ad server setup and header bidding configurations (client-side and server-side) across premium publisher inventories.
- Analyzed and optimized monetization performance using Google Ad Manager, Pubstack, Manadage, and SSP reporting tools.
- Delivered Quarterly Business Reviews, presenting annual revenue performance and the main KPIs across my publisher portfolio.
- Collaborated with engineering, AdOps, and business teams to troubleshoot delivery issues and scale monetization performance.

Sept 2024 - Sept 2025

**Prisma Media Programmatic Unit**

Apprenticeship

### Customer Success Manager - Programmatic

- Managed and optimized Display and Video programmatic campaigns for a portfolio of independent media agencies.
- Participated in client briefs and media recommendations, contributing to campaign strategy and supporting sales teams.
- Set up, monitored, and optimized campaigns across Google Ad Manager (GAM) and multiple SSPs to improve performance KPIs.
- Delivered regular reporting and insights, working closely with internal teams to ensure smooth execution and client satisfaction.

Feb 2022 - Jan 2023

**Garou SASU**

Internship

### Pre-sales and Customer Success Manager

Participated in over 100 Client presentations in pre-sales to a variety of National Landmarks and Luxury Brands (LVMH, Deloitte, SETE - Eiffel Tower...) for a Photorealistic Metaverse in VR.

## EDUCATION

2023 - 2025

IIM - Pôle Léonard de Vinci, Paris

### MASTER

Master Digital Marketing & Production

Lead Marketing and Producer on 2 master game projects (team of 10)

2018 - 2021

LISAA Art & Design  
Paris

### BACHELOR

Bachelor Interactive and Game Design

Lead designer in our team bachelor project

2016 - 2018

Kedge Business School  
Bordeaux

### BACHELOR

International Business Bachelor Program

Member of Photo and Video Association Com'On for 2 years

2013 - 2016

High School Jean  
Baptiste Say, Paris

### BACCALAUREATE SCIENTIFIC

General Baccalaureate Scientific

Speciality Physics & Chemistry

## SOFTWARE

SSPs & DSPs

Google / Office Suite

Management Tools

Google Ad Manager, DV360, APS, Monetize, Equativ, Criteo

Sheets / Excel, Slides / PowerPoint, Docs / Word

Notion, Jira, Trello, ClickUp

## LANGUAGES

French : C2 - Native Language

English : C1 - IELTS Certificate

## SKILLS

Project Management  
Revenue Optimization  
Publisher Relationship Management  
Data Analysis & Performance Reporting  
Header Bidding (Client-Side / Server-Side)  
Programmatic Advertising & Ad Operations

## STRENGTHS

Creativity  
Analytical Thinking  
Problem Solving Skills  
Cross Field Collaboration  
Client & Partner Communication  
Fast learner in technical environments

## INTERESTS

- Music** - Rock, Jazz, French Touch, Rap
- Cinema** - Sci-Fi, Thriller, Fantasy
- New Technology - AI & Social Networks
- Photography - Amateur
- Science & Astronomy
- VR & Gaming