



# 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, Manadge, 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 Ad Manager, DV360, APS, Monetize, Equativ, Criteo

Google / Office Suite

Sheets / Excel, Slides / PowerPoint, Docs / Word

Management Tools

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