

WILLIAM NAZARETHIAN

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DIGITAL ADVERTISING EXPERT

Results-driven professional with 12+ years of experience in digital advertising, specializing in client success and account management. Proven track record of implementing successful campaigns across search, video, social, programmatic display, and working with agencies, publishers, and brands. Managed a team of 3 for 6 years.

Competencies

- Business Development
- Solid data analysis
- Resilient problem solver
- Strong organiser
- Project Management
- Shrewd negotiator

Languages

- English: Proficient
- French: Native
- German: Elementary
- Armenian: Native

Certifications

- Adlearn Media Trading
- MS Office ECDL
- Google Marketing
- The Trade Desk
- LinkedIn
- Twitter & Tiktok

Software's

- Salesforce, Jira
- Intercom, Zendesk,
- Google Marketing
- Adazzle & Paragone
- Mixpanel, Datorama
- Power BI, Brevo
- Wordpress & Webtrends

Interests

- Violinist: CRR award
- Mathematics Teacher

EXPERIENCE

05.2021 – 01.2024

Senior Customer Success Manager

Paragone.ai

Paris

- Boosted platform adoption by 35% for top brands like SNCF, SAMSUNG, UEFA
- Achieved 90%+ client renewal retention for 27 strategic accounts
- Exceeded quarterly upsell targets by 20%, generating up to €600k per quarter
- Collaborated with Sales Directors to support sales enablement for new customers.

03.2018 – 03.2020

Senior Account Manager

NANO Interactive

Paris

- Maintained 98%+ monthly renewal rate using custom Power BI dashboard
- Reduced internal SLA by 20% through innovative campaign processes
- Led header bidding integration, improving private marketplace (PMP) performance by 15%

03.2016 – 03.2018

Account Director

FREEWHEEL

Paris

- Achieved 100% Strata platform adoption within a year through effective training
- Coordinated API integration, completing phase 2 within 8 months
- Managed a team of 3, enforcing productivity standards

12.2012 – 03.2016

Senior Account Manager

ROCKETFUEL

London

- Generated £800,000 additional revenue using custom-built forecasting tool
- Achieved 20% average incremental revenue through proactive upselling
- Led a team of 3 campaign managers, optimizing performance for major brands

12.2011 – 10.2012

Ad Ops & Traffic Manager

CIAO from LeGuide.com

London

- Managed retail media ads (28M impressions/month), implemented cross-device inventory

2010 – 2011

Video Marketing Manager

MICROSOFT

Paris

- Optimized video content for Microsoft portals using SEO strategies

EDUCATION

2009 – 2011

Master in Management “Grande Ecole” program

- Specialization in Marketing e-business

ESC Clermont Business School

2006 – 2009

Bachelor in economics and management

- Specialization in Econometrics & Statistics

Paris X Nanterre University