

## **Sophie COTSOYANNIS**

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## Application : Account Manager, French - Stripe, Dublin

### Work experience

Since Sept. 2013  
Dublin, Ireland

#### Senior Campaign Manager – LinkedIn

I manage advertising campaigns for the most strategic accounts for the French market – 1-5M€ per quarter:

- \* Understand clients' objectives to provide them recommendations on media planning
- \* Educate clients on LinkedIn's creative specificities, products and platform
- \* Ensure campaign activation on time and accurate technical implementation
- \* Analyse campaigns to suggest optimisations to reach client's objectives and budget delivery
- \* Conduct client presentations on campaigns' results and encourage best practices for renewals
- \* Support clients and sales team on technical issues and targeting capabilities
- \* Partner with the sales team to minimise revenue at risk
- \* Collaborate with cross-functional teams internally to troubleshoot issues and ensure clients' success

Act as team lead for AdOps France

- \* Grew a team from 1 to 4 campaign managers : interviews, training and mentoring of new team members
- \* Organised the alignment structure of the market and led communication to sales team and sales directors
- \* Organised business trips and team events

Involved in project management to help scale the business, drive efficiency and upskill talent:

- \* Led a team of 5 campaign managers to build a new hire training plan
- \* Led a team of 4 campaign managers to assess the outsourcing capacity of low value tasks
- \* Defined and implemented a new system to cover during campaign managers' time off in EMEA

Achievements:

- \* Selected for the Global AdOps Mobility Program - Mar 2016
- \* Promoted from Campaign Manager to Senior Campaign Manager - April 2015
- \* Recognised as one of the top performers in the Sales Operations organisation - Dec 2014

Jan - Sept 2013  
Dublin, Ireland

#### Account Manager– Microsoft Advertising

I managed online campaigns for strategic and SMB clients:

- \* Managed display campaigns creating brand awareness through Microsoft products - MSN, Skype, Xbox, Mobile, Windows 8 Apps
- \* Managed performance campaigns on Microsoft Media Network with all types of pricing models
- \* Monitored delivery and performances against client's goals
- \* Provided weekly reports and analysis to the clients to improve campaign results
- \* Managed creatives sending technical specifications, chasing creative and making first technical checks
- \* Liaised with third party vendors for campaign trafficking, monitoring and troubleshooting

Won the storytelling using data award for the French market: how to best analyse and deliver the right message to the client at the end of the campaign

June 11- Dec 12  
Boulogne-Billancourt, France

#### Account Manager – France Télévisions Publicité

I managed TV campaigns (French public national channels, regional broadcasts and 23 cable channels) and online campaigns (27 websites, 10M of unique visitors)

- \* Managed a media agency portfolio (Havas Media, Mediabrand, OMD) representing up to 42M€ net in 2012, including the 3rd most important client in investment
- \* Booked and optimized daily TV ad campaigns: 85% of commercial breaks filled vs. 78% of objectives
- \* Monitored and kept track of financial and sales contracts: 100% of contracts met budget delivery objectives
- \* Advised clients on media planning
- \* Identified potential upsells
- \* Partnered with account executives to maintain successful client relationships
- \* Managed display campaigns from the headquarter to promote the company's programs and services
- \* Managed and optimised online campaigns for regional clients

July- Dec. 2010

#### Media assistant – Universal Pictures International France

I worked in the Marketing Department on media partnerships and online communication for movies' theatrical releases:

Media partnerships

- \* Defined the strategic axes and media partnerships for movie launches
- \* Liaised with the media agency to build and follow up on the media planning
- \* Presented internally the partnerships and media launch campaigns to the sales and management team
- \* Reported to the international office in London on operational decisions and media budget plans
- \* Monitored all the operational aspects of partnerships: promotional material, contracts, billing, goodies...

Online communication

- \* Checked visuals for display campaigns and controlled deadlines with creative agencies
- \* Managed content on social networks and video-sharing websites
- \* Organized screenings and online contests for influential bloggers
- \* Updated Universal Pictures France website and followed up the creation of official movie websites
- \* Analysed statistics of display campaigns

## Education

**2007-2010**

**Master in Management, ESCEM - ESC Tours-Poitiers, BAC +5 - AACSB and Equis Accredited**

- Master Degree's Thesis: «Marketing and new media in the film industry»
- Master Specialization: «Entertainment and media management» at Euromed Management Marseille - overall grade: 15.94/20
- Erasmus Program at The Faculty of Economics, University of Ljubljana, Slovenia - overall grade: 16.35/20 with 34 credits obtained vs.30 required

**2004-2007**

**Preparatory Classes** for business school entrance exams

**June 2004**

**High School Graduation** in advanced sciences (Baccalauréat S)

## Languages

<b>French</b>	Native
<b>English</b>	Fluent
<b>Spanish</b>	Intermediate

## Hobbies

**Ballet**

- 7 years of practice as semi-professional - former student at Paris Opera Ballet School and Paris National Ballet Conservatory
- Favourite choreographers: Rudolf Noureev, Roland Petit, William Forsythe

**Cinema**

- 2 year-experience in the cinema industry : theatrical releases, DVD, VOD
- Wrote a paper about the film “North by Northwest”: What image of America does Alfred Hitchcock show in his films?
- Interested in independent movies and Sci-Fi movies

**Travel**

- Best spots visited in the past 12 months: Grand Canyon, Lake Tekapo in New Zealand
- China: Shanghai, Beijing, Xi'an, Luoyang, Suzhou
- Madagascar: Antananarivo, Fianarantsoa, Nosy Be, Morondava