

# Edouard CARRAL

## *Client Success Manager & Key Account Manager*

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**8+ years of experience**



## Experience

### MEDEF (French Business Confederation) - Digital Advisor

**Paris / June 2020 - March 2021**

Anticipated, supported and controlled the impacts of technological and sustainable transitions on businesses transformations.

Member in the work of the “Technological Changes and Societal Impacts” commission, whose objectives are to understand the technological changes in progress in order to make them apprehensible and help companies to take hold of them.

In charge of monitoring, forecasting and leading working groups, or companies depending on current evolution, on the economic impacts of digital transformations: online presence and visibility, social media, A.I., blockchain, 5G, cybersecurity, or transformation of business models, transformation of processes, products and services.

### Startup MyHotelShop - Digital Product, Key Accounts and Client Success Manager

**Barcelona / Feb 2017 - Jul 2018**

Account Management, Strategy Planning, Bidding Optimisation, Reporting on the following platforms: Trivago, TripAdvisor, Kayak, Adwords, Google Hotel Ads

Portfolio revenue growth: 150% between Q1 17 and Q4 17

Animated a network of 35 hotels' General Managers in France, Belgium, Spain, Portugal, Nordics

Created a Google Adwords based product as a new and steady source of revenue of the company

Elaboration of the Pricing Model in partnership with the Execs and the Sales Team

Created training resources and train ongoingly the Sales Team (8 people) to sell Adwords and

Management of the newly recruited and trained Adwords team (2 people)

Full responsibility of forecasting and reaching the challenging objectives of revenue growth of the product

Goals were met and overachieved 1 month before the forecast set at the product's development

### Facebook - Client Success Manager

**Dublin & Paris / Dec 2015 - Dec 2016**

Constant training and self-training to be a subject matter expert on Facebook ecosystem

Prepared and delivering regular formation sessions to agency and clients' social media teams on facebook products and best practices

Provided strategic support to agency at brief level

Pushed Facebook new products adoption in order to gain incremental revenue

Troubleshooting and fixing technical issues to ensure 100% budget spending and delivery of the ads

Reached quarterly targets in Q4 2015, Q1 and Q2 2016, 120% in Q3 & 110% in Q4 2016

**Clients:** Dentsu Aegis Network France with a focus on the agencies' key accounts at the time: the French Government, BMW, Mondelez, Société Générale, Reckitt Benckiser, Adidas, Reebok

## Accenture - Country Lead France Digital Account Optimisation for Google LCS Clients

Dublin / Apr 2015 - Nov 2015

### Country lead France

Responsible for Quality Assurance workflows to ensure KPIs are consistently met in our audit processes.  
Capacity management and workflow planning.  
Deep involvement in recruitment by performing interviews and assistance in finding potential candidates.  
Improvement of training resources and execution of training activities for the Search and Shopping Feed.  
Specification audit workflows.

### Account optimisation

Analysis and optimisation of performance of French LCS clients' Google AdWords Campaigns in 5 areas:  
Account structure, bids, ads, mobile and audience.  
Running general "account health checks" for LCS clients on Search, Display and Mobile, pointing out areas of improvement for the accounts

## Hopscotch Europe - Social Media Manager

Dublin / Jan 2013 - Feb 2015

Developed an international online strategy for Sofitel EMEA hotels, unifying the management process of their communities and obtained significant organic fan growth on Facebook & Twitter.

**Clients:** 35 Sofitel EMEA luxury hotels 4 and 5 stars in EMEA

## Education

Master II in International Business, Specialisation in Marketing & Advertising - ISG Business School, Paris : Graduated in 2012

Semesters abroad : New-York, USA, 2011 - Shanghai, China, 2010 - Tokyo, Japan, 2010

## Skills

**English:** Full professional proficiency - TOEIC score: 965/980, equivalent European level between C1 and C2 - **French:** Native speaker - **Spanish:** Elementary proficiency, European level B2 - **Portuguese:** Elementary proficiency, European level A2

**Digital products, tools, platforms and related certifications:** Google Adwords, Google Search, Google Display, Google Shopping, Google Hotel Ads Google Analytics, Facebook Power Editor, Trivago Bidding, TripAdvisor Bidding, Koddi,

## About me

I am a fast learning professional willing to bring my adaptability into a constantly evolving, game changing company. I am passionate about how technology changes the way people interact, and more specifically how they recruit, market and sell. Another one of my main interests is learning languages: I am currently taking weekly Spanish and Portuguese lessons and put them to use when I travel to new countries across the world.. I am also a sport nerd and enjoy having an active lifestyle : I even became the French water skiing champion when I was younger. Other interests include geopolitics, cosmology and astrophysics and last but not least, brutalist architecture, among many other centers of interest : I'd be happy to discuss it over the phone if your schedule allows it.