

## GET IN TOUCH WITH ME

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## INTRODUCTION

Colleagues describe me as outgoing, empathetic, collaborative, and solution-oriented. This is what you can expect me to bring into my work every day.

My journey at Insider represents a pivotal chapter in my professional journey. It has been a transformative learning experience that has significantly expanded my knowledge of the SaaS industry. As a dedicated Customer Success Manager I take pride in becoming a trusted strategic partner within my customers' teams.

In my current role, I am overseeing the complete client lifecycle, from initial onboarding through to daily support, formulating tailored strategies, reporting and expansion. Internally, I collaborate with the development teams and join the product sprints to facilitate ongoing product enhancements.

Throughout my career, I have consistently established strong relationships and have been moved into roles with added responsibilities. The additional challenge that this brings is something I have always thrived on and delivered against.

## HIGHLIGHTS

Skilled in Gainsight, Jira, and Power BI  
Google Analytics 4 Certificate  
Developing strategies based on client objectives  
International experience

## LANGUAGES

Dutch: Native speaker  
English: Fluent  
Spanish: B1 degree

## HOBBIES & INTERESTS

Outdoor sports  
Immersive events  
Exploring new cities  
Visiting modern art museums

# LILY MINEUR

Customer Success Manager at Insider  
(SaaS)

## WORK EXPERIENCE

### Customer Success Manager

*Insider, Amsterdam | March 2022 - Current*

- **Client portfolio:** Enterprise clients in e-commerce worth €1.4M in ARR across both the Benelux and UK market
- **Stakeholders:** CMO, Marketing Director, CRM Project manager, UX and Optimisation, Development department
- **KPI Elements:** MRR incl. 10% expansion, NPS, Product Usage, POC Closing, Personal development
- **KPI Performance:** Targets always achieved
- **Coaching:** 3 new CSM's in their first 6 months at Insider

### Account Manager

*Adform, Amsterdam | December 2020 - February 2022*

- Managing day to day relationships with my client portfolio who work with (one or more of) our products: TPAS, DCO, DSP, SSP and DMP
- Understand client's business and continuously help them improve their online campaign performance
- Constantly seeking upsell and cross-sell opportunities to increase the revenue

### Online Marketing Specialist

*iChoosr, Amsterdam | June 2018 - November 2020*

- B2C paid online advertising strategies across GDN, DV360 and Facebook
- Data analysis: Google Tag Manager and Analytics
- UX: Influence framework, customer journey mapping, persona creation
- Project Management: overseeing projects with both internal & external stakeholders across UK, USA and Japan

### Digital Account Manager

*Collective/ Time Inc., London | November 2017 - April 2018*

- Responsible for the daily management and growth across WPP agencies
- Increase client base by meeting and onboarding new accounts
- Maximise revenue growth by seeking new opportunities

### Account Executive

*Mindshare UK, London | March 2016 - October 2017*

- Media buyer traded team
- Negotiate and purchase media campaigns
- Overseeing entire campaign set up: planning, booking, trafficking, reporting
- Responsible for client budgets
- Retain quality control to meet media plan objectives and present performance

## EDUCATION

### Master of Business Administration

*University of Amsterdam (UvA), graduated in 2015*

### Pre-master Business Administration

*University of Amsterdam (UvA), graduated in 2014*

### Bachelor Communication Science

*VU University of Amsterdam, graduated in 2013*

### Media and Entertainment Management

*University INHolland, Haarlem, foundation course, 2010*