

# Lillian Ye

Client Account Manager II | Pinterest



**Turning partner goals into measurable growth**

**“Make it easy to buy,  
easy to measure,  
easy to renew.”**

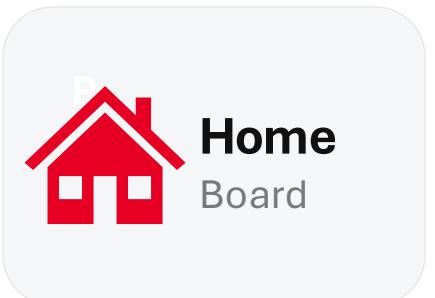
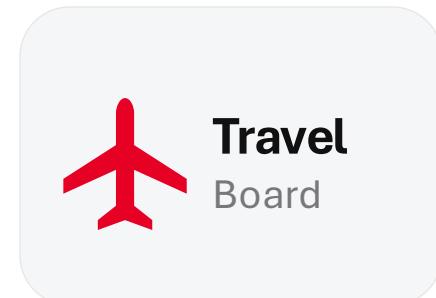
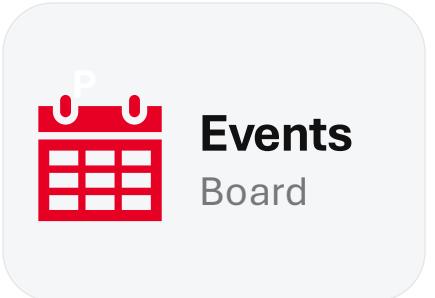
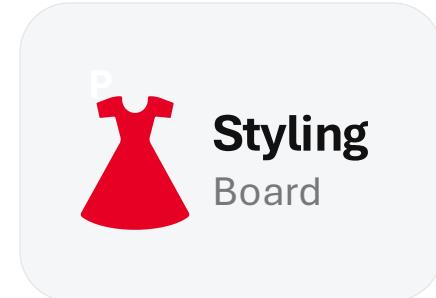
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- Start with the business goal, define the KPI, align on a test plan
- Keep optimizations explainable, not mysterious
- Communicate impact in plain language clients trust
- Pinner-first lens: improve performance without degrading the user experience



# Pinterest User Lens: Creator + Curator

- I use Pinterest to go from **inspiration to action**: styling, event concepts, travel saves, home moodboards
- I build boards with **structure**: theme, intent, seasonality, “shop the vibe”
- I **track** what spreads: saves, recreations, trending formats, comment sentiment
- That lens helps me guide creative that **feels native and drives results**





# Role Fit: What I'll Own

1

## Account growth

Manage and grow accounts through proactive optimization and opportunity-finding

2

## Media strategy

Translate partner goals + performance data into clear media recommendations

3

## Best practices

Advise on ad products, targeting, bidding, creative, and measurement

4

## Client meetings

Run client conversations that solve problems and move budget with confidence



## Signal Discipline:

I separate what matters from what's noisy or fast



## Recommendation Clarity:

What to change + why, expected outcome, additional check-ins



## Product Translation:

I explain complex processes in clear client language



## Relationship Stamina:

Consistent communication with steady follow-through and no surprise pivots



# Proof: WBD Performance Tracking + Forecasting

- Forecasted and tracked performance across the full release lifecycle
- Standardized reporting across 80+ markets to improve decision quality
- Built models at ~75% accuracy to inform planning and investment choices
- Turned noisy signals into clear narratives stakeholders could act on

International  
Markets Covered  
**80+**

Forecast Accuracy  
**75%+**



# Proof: TSM Brand Partnerships

- Built data-backed proposals tied to partner objectives and audience fit
- Led client-facing pitch narratives that made the strategy logic obvious
- Owned deliverables, reporting, and post-campaign readouts to support renewal
- Optimized targeting across multi-market activations; +25% engagement
- Won \$350k in new business by tightening strategy and presenting with flexibility

New business

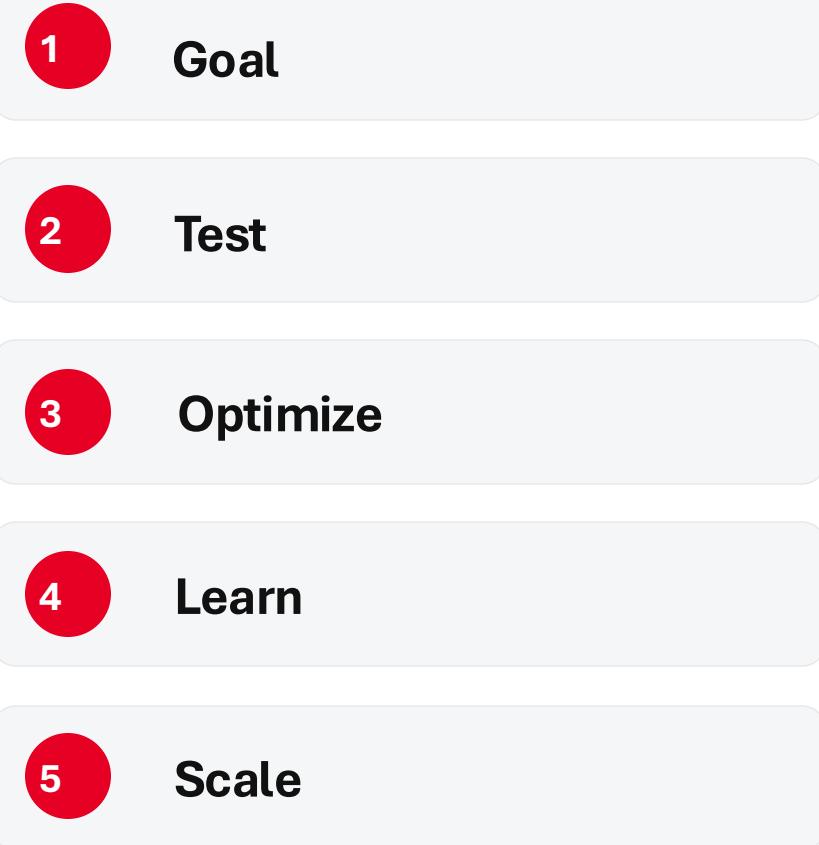
**\$350K**

Engagement Increase

**+25%**



- **Growth plan per account:** budget, KPIs and goals, roadmap testing, upcoming milestones
- **Optimization cadence:** weekly checks and prioritized actions
- **Measurement hygiene:** consistent reporting, clean learnings, fewer attribution debates
- **Client comms rhythm:** recaps, risks, decisions needed, next steps
- **Expansion motion:** identify opportunities and package future recommendations





# The Fit, Summed Up

- I'm built for performance advertisers: goal → test → optimize → learn → scale
- I bring sales + analytics together: persuasive story, backed by numbers
- I operate with Pinterest's mission in mind: help people move from inspiration to action
- I'm here to grow accounts the durable way: trust, clarity, and repeatable wins

Mission: bring everyone the inspiration to create a life they love

**I welcome the opportunity to help your advertisers grow while keeping the platform functional + inspirational**

## Lillian Ye



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