

Simon Cooper

Contact Details

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Location: London, UK

Summary

I'm a Digital Marketer with 10+ years experience working at market leading organisations managing clients grow their business via major digital channels such as Google and Facebook. Strong team leader having managed both local and remote international staff.

Key Skills

Client retention, revenue growth, team leadership, client service, customer success, software adoption

Notable Achievement

Key Kenshoo Search client was cross-sold every additional relevant product to them moving ACV from \$300k to \$528 over five years

Work Experience

Client Success Director, Southern Europe

Kenshoo. Oct '15 - Dec '16

Responsible for minimising account churn and increasing revenues from existing client base. Achieved through business reviews, audits and promoting product adoption. Supported by a team of 3 Client Success Managers.

- Delivered average monthly revenues of \$280k across 70 advertisers
- Revenue growth of 294% - FY12-FY15
- Ensured my largest client renewed twice over 6 years with latest MRR worth \$44k
- Utilised Salesforce and Gainsight to report on product adoption and identify churn risks
- Leadership of three staff based in Paris (x2) and London (x1)
- Key clients: Accorhotels, Amazon, Nike, Skyscanner, Tesco Bank, Yell, Yoox

Account Director

Kenshoo. May '12 - Sept '15

Responsible for strategic training, support and account development of direct clients. Ensuring my team worked to SLA's whilst maximising Kenshoo revenue through feature adoption.

- Highest revenue generating team in EMEA, contributed 45% of total revenue
- Generated over double the revenue per head of the second biggest team in EMEA
- Invited three times to speak at Accorhotels Web Summit in APAC
- Key Clients: Expedia, Accorhotels, Tesco.com, John Lewis, Kayak and Hilton

Strategic Product Director

TD Search, TradeDoubler. Nov '10 - April '12

- Developed existing business by advising on new channels such as Facebook and ensuring adoption of the TD Integral tracking technology coupled with Marin PPC bid management software.
- Delivered new user training programs for the Paid Search Account Management teams and specific sessions with Account Directors to help them sell in the new technology to clients.

Product Manager td Search

TradeDoubler AB. Mar '10 - Oct '10

- Driving local-market knowledge, processes and efficiency for TradeDoubler's Paid Search proposition.
- Key in maintaining TradeDoubler's relationship with Search Engines and PPC Bid Management vendor (Marin).

Product Training Manager

TradeDoubler AB. Mar '08 - Mar '10

- Delivered training programs to clients and internal teams on TradeDoubler's SEM tool. Ran workshops, hands-on sessions, webinar's and presentations, as well as producing training documents and video demonstrations.

Education

Sep '97 - Jun '03 University of Plymouth - Business Studies Degree- Pass

4 year course with placement year at Rolls Royce (Defence Europe) in Filton, Bristol.

Interests

Photography

Achieved City & Guilds Distinction in Digital Image Capture and a Merit in Photojournalism. Prefer street and documentary style photography and host my own site at

<http://photosbysimoncooper.co.uk>

Cycling

Enjoy getting out on the weekend with my longest ride to date being 120km. Would like to attempt riding from San Francisco to Los Angeles.

Choir

Sing bass with the South London Choir. A completely different challenge to day to day work.