

Aaron Gayle

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Work Experience

September 2022 - Present **Customer Experience Manager, Teads, Tokyo**

Self-Serve Campaign Management

- Led onboarding for self-serve purchasing platforms and DSPs, ensuring a seamless customer experience.
- Acted as the primary point of contact for customers post-purchase, providing expert guidance and support.
- Managed the full post-sales process, including campaign activation, optimization, and performance tracking.
- Conducted in-depth performance data analysis to identify trends and improve campaign effectiveness.
- Developed and executed quarterly strategies to enhance campaign performance and drive revenue growth.
- Provided internal training and knowledge sharing to improve team efficiency and expertise.

Managed Service Campaigns

- Configured and launched campaigns across various purchasing platforms to maximize impact.
- Optimized campaign delivery, pacing, and performance to meet and exceed customer KPIs.
- Engaged with clients to review campaign performance, identify growth opportunities, and drive revenue.
- Delivered data-driven post-campaign reports and presentations to major clients, ensuring transparency and insights.
- Conducted rigorous campaign audits to maintain accuracy and ensure error-free execution within the team.

Upselling & Revenue Growth

- Spearheaded targeted upsell initiatives that consistently increased average revenue per client, directly contributing to surpassing quarterly sales targets.
- Collaborated closely with sales teams to identify and capitalize on upselling opportunities, resulting in measurable revenue growth.

Sales Goal Contribution & High-Value Client Management

- Played a pivotal role in achieving company-wide sales goals by aligning customer success strategies with sales objectives.
- Managed one of the company's highest revenue-generating clients, ensuring exceptional service delivery, long-term satisfaction, and continuous account expansion.

January 2018 - September 2022 **Sales Manager, Info Cubic Japan, Tokyo**

<http://www.infocubic.co.jp>

- Managing organizational sales by developing a business plan that covers sales, revenue and expense controls.
Acquiring and project managing multimillion-dollar budgets for our clients.
- Setting individual sales targets with the sales team.
- Tracking sales goals and reporting results as necessary.
- Doubling sales for the department year over year from 2017-2019
- Coordinating with marketing on lead generation.
- Ongoing training of sales and service teams.
- Developing a sales team through motivation, counselling and product knowledge education.
- Promoting the organization and products.
- Understand our ideal customers and how they relate to our products.
- Achieve growth and hit sales targets by successfully managing the sales team
- Design and implement a strategic business plan that expands the company's customer base and ensures a strong presence
- Own recruiting, objectives setting, coaching and performance monitoring of sales representatives
- Build and promote strong, long-lasting customer relationships by partnering with them and understanding their needs
- Present sales, revenue and expenses reports and realistic forecasts to the management team
- Identify emerging markets and market shifts while being fully aware of new products and competition status

January 2017 - December 2017

Team Leader, Info Cubic Japan, Tokyo

<http://www.infocubic.co.jp>

- Work alongside managers and subordinates to increase sales via any number of sales/marketing activities
- Take the role of the first go-to person for team members who have inquiries
- Assist team members experiencing problems with a task directly until the problem(s) is fixed
- Hold meetings with manager(s)/superiors
- Hold weekly and monthly meetings with the team for project QA, the resolution of any work issues and to update members on best practices.
- Evaluate team members' performance biannually
- Supports team manager and performs management duties when the manager is absent or out of the office
- Assists management with hiring processes and new team member training
- Generates and shares comprehensive and detailed reports about team performance, mission-related objectives, deadlines, and any areas for training or skill checks

September 2015 - December 2016

Digital Marketing Consultant, Info Cubic Japan, Tokyo

<http://www.infocubic.co.jp>

- Manage SEM campaigns in different languages for different markets
- Develop account strategy, and campaign budgets, perform bid management, and keyword research and create effective ad copies
- Directly manage or be involved in all PPC/CPM channels, including Display + Programmatic, Retargeting, Facebook advertising, Mobile app downloads, YouTube ads, etc.
- Maximise revenue or transactions within a set ROI/ROAS for clients

- Constant exploratory analysis of data and strategies and consequent campaign implementation to drive performance improvements
- Keeping internal & external relationships with vendors, partners, and customers
- Take an active role in digital media planning/estimation
- Maintain strong knowledge of online marketing, the paid/organic search landscape, and industry tools
- Processing big data in the search for trends
- Contribute to offering strategy and product positioning for the Japanese and global market
- Liaise with all teams for cohesive cross-channel campaigns: SEO, Content Marketing, Web Development, Sales, Marketing, HR, 3rd party Partners
- Creating effective proposals for leads

Education

2011 - 2015	BSc Computer Science, Goldsmiths University of London
2008 - 2009	Level 3 IT Support and Networking, Lewisham College
2008 - 2009	Level 2 IT Support, Lewisham College

Additional Skills

IT: Programming experience in Java, Python, HTML, CSS, SQL. Use of both Windows and Ubuntu operating systems. Proficiency in Microsoft applications.

Spoken Languages: English(native), Japanese N4

Personal Interests

Hardware & Software Enthusiast
Amateur Portrait Photographer
Endurance Runner