

Jake Jonathan

ACCOUNT MANAGER

Summary

Trilingual e-commerce account manager with international experience acquired by studying and working in 4 different countries. Commercially minded and data-driven, passionate about making businesses grow thanks to digital strategies.

Experience

Account Manager London City

Expedia Group *Nov 2019 - Present*

Relationship management with top accounts within London city; Analysis of market data and users traffic to maximize partnership KPIs; Collaboration with internal teams (e.g. Marketing, Product, Technical Assistance) to deliver the best experience to the partners and customers; face-to-face meetings with hotel partners to analyze with them presentations about their performance and set up the strategy for the following quarters

Junior Account Manager Spain

Expedia Group *Sep 2017 - Oct 2019*

Support the new partners to design their digital marketing strategy on Expedia platform, analyzing data to assess portfolio performance; Part-time collaboration with the Marketing Manager in Spain for the design and execution of marketing activities; Analysis of Tableau reports to drive business decisions and create customized commercial activities

Highlights: 3rd highest share of member promotions along EMEA in Q2 2018; 5th highest performing Market Associate along EMEA in Q1 2019

Project Management Assistant

EU Commerce *Jul 2016 - Dec 2016*

Management of the institution webpage and social media accounts (Facebook and LinkedIn); Organization and development of international projects using project management methodologies; Press release and charts/reports development

Highlights: Project leader of the organization of the Green Economic Forum 2016

Education

Mastering Digital Marketing (Executive Education)

US Business School *Jul 2019 - Oct 2019*

Online executive course focused on digital marketing strategies to understand how the new digital consumers are behaving and how to attract them.

Contact

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Skills

Teamwork	■ ■ ■ ■ ■
Relationship Management	■ ■ ■ ■ ■
Strategy	■ ■ ■ ■ ■
Data analysis	■ ■ ■ ■ ■
Negotiation	■ ■ ■ ■ ■

Languages

English	■ ■ ■ ■ ■
Italian	■ ■ ■ ■ ■
Spanish	■ ■ ■ ■ ■
French	■ ■ ■ ■ ■

Certifications

Product Marketing Foundations

LinkedIn Learning

The fundamentals of Digital Marketing

Google Digital Certificate

B2B Marketing Foundations: Positioning

LinkedIn Learning

Google Analytics Academy Certification

Extra curricular activities

Research Intern

Project Management World Library

Marketing Management (Master's Degree)

Canada University Sep 2015 - Dec 2017

Two years program with a mix of theoretical classes, discussions of business cases, onsite company visits and field group projects with international companies (Lavazza, Decathlon, TIM, Riso Scotti, Accenture).

Main focus: strategic marketing, go-to-market tools, marketing analytics, brand management. **Major:** product marketing

Business and Commerce (Bachelor's Degree)

University NewYork Sep 2012 - Sep 2015

Relevant Courses: Corporate Strategy, Industry Analysis, Statistics, Microeconomics, Macroeconomics

Apr 2017 - Dec 2017

Delivery of weekly research results concerning several Project/Programme Management topics

Softwares

Microsoft Excel

Pivot tables, V-lookup

Tableau reports

Microsoft Powerpoint

Wordpress

SPSS

Data manipulation for market research.