

Didier Ahouassou

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<https://www.didierahouassou.com>

Summary

Didier is a Software as a Service (SaaS) enthusiast, a client success advocate, and a catalyst for creating user experience. Expert marketer utilizing data-driven insights to increase client retention, satisfaction and growth.

Expertise in:

- Developing a strategic vision and creating actionable goals and key metrics
- Synthesizing complex information and translating it into easy-to-understand insights and visualizations

10+ years of consulting, client success management, digital marketing, project and product management, 9+ years of data analysis and software implementation, 5+ years of team management and coaching, 3+ years of web design and development

Experience

Senior Customer Success Manager

CDK Global

May 2023 - Present (9 months)

I play a pivotal role in ensuring client retention and fostering long-term relationships. Leveraging my expertise, I lead strategic initiatives to maximize product adoption, utilization and value for our clients within the dynamic SaaS technology solutions.

Implementation Consultant

CDK Global

Feb 2022 - May 2023 (1 year 4 months)

Lead the successful implementation of complex software projects, collaborating with stakeholders to address risks and propose solutions. Guide clients on optimal operational processes, establish foundational software installations, and ensure seamless data migration. Oversee system testing, validation, and on-site support, providing recommendations for enhanced utilization and business outcomes. Address issues promptly to meet implementation goals.

Web Designer II

Ansira

Jun 2020 - Feb 2022 (1 year 9 months)

I collaborated with clients, using Adobe Creative Cloud and programming languages like HTML5, CSS3, and JavaScript, to design and launch cross-platform websites. I maintained and optimized site content, implemented creative solutions for improved quality, and actively contributed to key projects, enhancing customer satisfaction and retention for Ansira across the US and Canada.

Web Designer

CDK Global

Oct 2018 - Jun 2020 (1 year 9 months)

Designed functional site layouts aligned with client goals, utilizing Adobe Creative Cloud and programming languages for cross-platform compatibility. Implemented effective navigation, regularly updated content, and optimized site performance. Developed creative solutions for enhanced quality and customer experience. Contributed to key projects, fostering CDK Global's increased customer satisfaction and retention in the US and Canada.

Senior Digital Marketing Strategist

Google

Feb 2013 - Sep 2018 (5 years 8 months)

Successfully acquired new Google advertisers in North America, crafting media plans for SMBs and large organizations. Developed and optimized Google Ads campaigns across platforms, managed customer accounts with CRM tools, and tracked analytics for 600+ campaigns annually. Implemented Conversion Tracking, recommended Data Tagging, and provided training, contributing to exceeding quarterly revenue goals and collaborating with clients to meet advertising objectives.

Education

University Group BK

Master's degree, Marketing and Communications

2009 - 2011

University Group BK

Bachelor's degree, Business Administration, Management and Operations

2006 - 2009

Licenses & Certifications

 **Google Analytics Certified** - Google

 **Verified International Academic Qualifications** - World Education Services

 **Google Ads Certified** - Google

 **Totango Certified Success Manager** - Totango

Issued Nov 2023 - Expires Nov 2025

80934187120656

 **Certified Customer Success Manager (CCSM) Level 1** - SuccessHACKER

Skills

Strategic Thinking • Problem Solving • Analytical Skills • Customer Success • Presentation Skills • Coaching • Process Improvement • Agile Methodologies • Project Management • Communication