

Guillaume Malgouyres

Marketing manager

Paris, France

[View profile on Dweet](#)

Languages

Spanish

English

French

About

Enthusiastic and entrepreneurial media and retail professional with over 10 years' experience working with global brands

BRANDS WORKED WITH

Dawemom.Com

Euro Disney S.C.A. Associés /

Info Pro Digital / Lsa

Tf1 Group / Tf1 Licences

the Walt Disney Company France

Experience

- **Dawemom.Com** | Oct 2020 - Now
January 2019 – December 2019
- **Key Account Coordinator**
the Walt Disney Company France | Apr 2013 - Sep 2013
Marketing Interface
 - Preparation of external roadshow presentations in 4 major toys stores
 - Successfully organised Star Wars events for different periods in multiple retailers for products reveal with internal and external (joue Club, Toys-rus...)
- **Product supervisor**
Info Pro Digital / Lsa | Apr 2012 - Sep 2012
Creation and commercialization of products (Toys and Games Conference, Restaurants Congress), industry liaison
 - Marketing planning (marketing briefs, partnerships, CRM)
 - Successful events with more attendees and financial results than expected Brands: LSA, Neo Restauration, La Revue du Jouet
- **– Category Manager Assistant**
Tf1 Group / Tf1 Licences | Apr 2022
Business development and commercial software administration
 - Contract tracking of TF1 Licences (financial proposals)
 - Marketing brands and sales tool creation and Btob fair visit Brands: Hello Kitty, Barbapapa, MasterChef, Ushuaia, Babar, Mille Bornes, Auto-Moto
- **Sales Coordinator**
the Walt Disney Company France | Oct 2017
Star Wars IX and Frozen II of Christmas 2019 retail activations pitched and validated in major retailers.
 - Inspire the team with the preparation and distribution of the internal Retail newsletter
 - Coordination of the Sales and Shopper Marketing planning
 - Relationship built every day with London about graphics approval with Shopper Marketing & Sales team Brands: Disney, Marvel & Star Wars
- **President and marketing consultant**
Dawemom.Com |
During the Covid-19 pandemic: creation and launch of a website promoting online activities
 - Growth and digital marketing activations
 - Successful commercial prospecting with more than 10 participants and partners
 - Sessions of marketing consultant (web-marketing, entrepreneurship...)
- **Shopper Marketing Coordinator**
the Walt Disney Company France |
Developing Shopper Marketing activations with all stakeholders mostly linked to sales "highlights" moments

•Cars activation completed in major and specific retailers with dedicated gift with purchase for one parent and son

● **Internship in Retail specialists team**

the Walt Disney Company France |

Sales tools preparation

•Coordination of resources for Key accounts managers

•Achievement of creating digital shops integrated to Retailers' websites like Amazon or Toysrus

● **– Assistant Team Leader**

Euro Disney S.C.A. Associés / |

Commercial Event planning across brand platforms and merchandising

Brands: Pirates of the Caribbean, Vinylmation, Mickey and Friends