


Songan Gu

Director

 Paris, France

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Languages

English (Fluent)

French (Fluent)

Chinese (Native)

About

With a decade of experience in marketing advertising field.

BRANDS WORKED WITH

L'Oréal Luxe

Marcel

Publicis

Vogue China

Experience

- **International Account Director**

Marcel | Jan 2017 - Now

- Develop global campaigns & 360 activation (print, video, digital, guide-lines and social).
- Contract and budget negotiations.
- In-house designers, creatives coordination and client relations manage-ments.

- **International Marketing Manager**

L'Oréal Luxe | Jan 2016 - Jun 2016

- Develop and implement merchandising plans and 360 activations.
- Coordinate photoshoot (model booking, contract negotiation and etc.)

- **Account Executive**

Publicis | Jun 2015 - Dec 2015

- Develop campaigns and follows its adaptations for Asian market.
- Budget negotiations and client realtion management.

- **Marketing Manager**

Vogue China | Jan 2012 - Jan 2014

- Coordinate photoshoot (model booking, contract negotiation and etc.)
- Mood board and creative research..