

# Guillaume Malgouyres

Marketing manager

Paris, France

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## 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
- **– 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

- **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, Toysrus...)

- **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