



Mathilde Henon

Chief Marketing Officer - ex Prime Video, ex Amazon

Paris, France

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Languages

French (Native)

English (Fluent)

About

Marketing Manager with 7+ years of experience in the media & retail industries. Know-how includes leading international projects, e-retail, digital strategies and operational marketing.

BRANDS WORKED WITH



Experience



● Chief Marketing Digital Officer

CAFOM | Jun 2022 - Now

- In charge of the Digital Marketing Strategy of the e-commerce Darty websites in French Overseas territories
- Oversaw the communication of the launch of a marketplace connecting European vendors with overseas consumers

● Product Marketing Manager

Amazon Prime Video | Oct 2019 - May 2022

- Identified and delivered initiatives to achieve best-in-class UX and improve customer engagement on all devices
- Partnered with technical teams to drive storefront personalization and continuous improvement
- Ran quantitative and qualitative studies with Kantar to inform the creative development of original movies
- Supported the development and delivery of marketing assets on Amazon owned platforms for the TV show Mixte
- Planning the launches of new titles and seasonal onsite campaigns for the French market



● Marketing Manager EU - Amazon Fashion

Amazon | Dec 2016 - Oct 2019

- Designed two live experiences for an on-and-offline fashion event in Berlin whose purpose was to reimagine the retail experience of finding your perfect pair of jeans, supported by the latest in Amazon's innovative technology.
- Drove third-party sellers satisfaction and investment across our suite of marketing tools and programs
- Helped pitch and recruit new hold-out brands on Amazon Fashion
- Defined, coordinated, executed and analysed all promotional and seasonal events of Amazon Fashion



● Head of Onsite Merchandising

Rocket Internet | Mar 2015 - Dec 2016

- Recruited and managed a team of 5 e-merchandisers based in the mentioned countries
- Looked after all the Onsite topics of the 3 Daraz websites (approving designs, performing user flow analyses and sharing best practices) in order to improve the conversion rate
- Oversaw concept definition and launch of major events (e.g. Black Friday or Fashion Week)

● Assistant Brand Manager

Danone Waters | Jul 2013 - Dec 2013

- Developed global limited edition labels and shrink films for Volvic Juicy, Volvic Tea and Volvic Flavoured
- Developed the new Volvic Collection: POS materials and branded accessories

- turnover multiplied by 3 × Organised an internal activation to convey the Volvic New Identity to headquarters employees - 500 attendees

- **Assistant Account Manager**

CLUB MEDITERRANEE | Feb 2012 - Jul 2012

- Carried out business analyses of indirect retail chains selling Club Med trips and organised commercial operations



- **Assistant Brand Manager Chivas Regal**

Pernod Ricard | Jul 2011 - Feb 2012

- Helped to monitor 360° BTL marketing campaigns: from concept development to the production of packaging

Education & Training

2013 - 2014

- **PARIS-DAUPHINE UNIVERSITY**

Master's degree, International Business

2011 - 2012

- **Paris-Dauphine University**

Master's degree, Marketing Strategy