



Guillaume Brunet

Brand Marketing expert | Global Media Strategy, Social Media/Digital, Content Strategy

Grand Paris, France

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Languages

English (Fluent)

French (Native)

German (Work Proficiency)

About

I am a brand marketing consultant with over two decades of experience in media and communication for international premium advertisers and global agencies. My expertise covers global media strategy, social media/digital marketing, content strategy and development, media ROI analysis, and brand visual identity.

As a media and communication expert, I work with a diverse portfolio of clients to deliver impactful and innovative marketing solutions that enhance brand awareness, engagement, and conversion. I collaborate with cross-functional teams and partners to create 360° marketing campaigns that leverage the latest media and content trends and technologies. My goal is to help brands grow and thrive in a competitive and dynamic market.

BRANDS WORKED WITH

Carat

Christian Dior Couture

LVMH

TAG Heuer

Experience

● Brand Marketing - Media & Communication

| Mar 2021 - Now

Global media strategy - Full funnel strategy (branding & performance) Online (Social Media/Digital) & offline (TV, Print, OOH, Radio)

Media ROI analysis

Content strategy - 360° marketing campaigns

Brand visual identity

Clients profile: advertisers, media agencies, communication agencies



● International Media Director

TAG Heuer | Sep 2015 - Feb 2021

Marketing tools creation lead

- Advertising: 360° campaigns development, Media and Brand content partnerships management: eg. Red Bull Media, Eurosport, CNN, Newsweek

- Image: Visual Identity, Product/Lifestyle content development

- Edition: B2B & B2C Catalogues, Leaflets, Books, Brand magazine

Media strategy and Content amplification

- Definition of the global Offline/Online Media investment strategy and elaboration of guidelines

- Strategy deployment across affiliates and agents worldwide

- Budget management, KPI analysis and media ROI optimisation



● Head of Media EMEA coordination @ LVMH MEDIA

LVMH | Mar 2013 - Sep 2015

Media Strategy support for LVMH Maisons:

- Media strategy analysis and recommendations

- Management of Group-syndicated media projects (Travel Retail OOH, ...)

- Organisation of custom-made media sessions (trends, competition, innovation)

- Competitors benchmark

Negotiation:

- Online/Offline Media buys management, negotiation strategy and KPI monitoring

- Interface with key online/traditional media publishers

- EMEA Media Agencies community animation



● Media Manager EMEA coordination @ LVMH MEDIA

LVMH | Feb 2009 - Feb 2013



- **EMEA Media Coordinator**

Christian Dior Couture | May 2004 - Jan 2009

Media Strategy and Planning (digital and traditional media) for Fashion, Jewellery/Watches, Eyewear, Kidswear
Management of the advertising campaigns set up and execution across EMEA markets

- **Media Account Manager**

Carat | Jan 1999 - Apr 2004

Media Strategy and Planning (Digital and traditional media)

Accounts:

- 1999-2000: VW Group

- 2000-2004: LVMH Group

Education & Training

2012 - 2012 ● **ESCP Business School**

Executive Education,

1994 - 1997 ● **NEOMA Business School**

Master's degree,