



JULIEN SAVALLE

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EXPERIENCES

WARNER BROS DISCOVERY – Sports Brand Solutions Manager

PARIS / August 2022 – Today

Sports Strategy :

- Develop WBD Sports Sponsorship and Partnership Portfolio (Eurosport, TNT Sports, Golf Digest, Bleacher Report, WBD Sports Events).
- Create Sales & Marketing solutions by developing designed presentations and impactful videos based on WBD Sports portfolio and advertising products.
- Cross-Functional Collaboration with Editorial and Rights teams to work on new sports Events/Products.
- Develop and maintain relationships with external agencies to enrich advertising brand solutions.
- Creation of a brand-new ad sales & partnerships external website.

Sales & Brand Solutions :

- Serve as an entry point for all marketing and partnership briefs from the International Sales team.
- Support the development of brand recommendations (media, branded content, on-site).
- Participate in client's meeting to present WBD Sports ad sales product.

EUROSPORT – Brand Partnerships & Product Manager

PARIS / January 2016 – August 2022

Brand Partnerships – Asia Pacific :

- Build media partnerships for the APAC ad sales team based on prospect needs.
- 360 Brand content development in coordination with the Editorial team.

Product Manager :

- Creation and packaging of marketing solutions based on Eurosport sports portfolio.
- New product development with Editorial, Programming, Rights teams.
- Recruitment and Management of one intern.

EUROSPORT - Junior Brand Partnerships Manager

PARIS / January 2014 – December 2015

Within the Ad Sales department:

- TV/Digital ad offers on Eurosport platforms.
- Sponsorship billboards inventory, pricing and commercial presentations to sales team.
- Follow-up Eurosport Sport Rights and Programming updates to build commercial packages.
- Management of all follow-up documents regarding sponsorship campaigns of advertisers.

EXPERTISE

Photoshop,
Microsoft Powerpoint, Excel, Word
Adobe,
Salesforce
Facebook,
Twitter,
Instagram,

INTEREST



AEROSPACE



FOOTBALL



CYCLING



GOLF

EDUCATION

MASTER DEGREE SPORTS MARKETING

Sports Management School, PARIS
2014 - 2016 with honors

BACHELOR DEGREE SPORTS MARKETING

ESGCI, PARIS
2012 - 2013

POSTGRADUATE, SALES & MARKETING

PARIS DESCARTES UNIVERSITY
2010 - 2012

LANGUAGES

French (Native)

English (Fluent)

German (Intermediate)

Portuguese (Beginner)

SKILLS

Media Product Management

Sports Marketing & Right Holders

Brand Marketing Solutions

Media buying

Creativity, design, web design

Branded content strategies