

DAVID GIRARDET



Application:
MARKETING SPECIALIST

INFORMATION

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Paris, France

LANGUAGES

- French : mother tongue
- English : fluent
TOEIC : 940 / 990
- Italian : fluent

OTHER EXPERIENCES

2016 - 2021

- Roland Garros 2021:
player services
- Tour de France 2020:
coordination of VIP
areas/Partner relations
- Olympique Lyonnais:
management of VIP areas
(2016-2018)
- UEFA Euro 2016: salesman
at the Groupama stadium

PROFESSIONAL EXPERIENCES

LIGUE DE FOOTBALL PROFESSIONNEL - Brand projects leader Since March 2023

- Brand identity: oversight of the French football league brands rebranding, graphic deployment across all touchpoints (stadiums, broadcast, digital), creation of new brands (including the national broadcaster Ligue 1+), ensuring brand consistency.
- Brand promotion: design and delivery of promotional campaigns across league, clubs, broadcasters and partner channels, development of physical promotional activations (trophy tours, roadshows, etc.), support of partner brand activations.
- Event management: design and delivery of event experiences (trophy ceremonies and podiums) across all competitions, stadium branding and fan experience during LFP events and matches.
- Brand value & business: definition of the LFP licensing and merchandising strategy, launch of the marketplace, contribution to commercial growth through the creation of new brand value packages.

COURCHEVEL MERIBEL 2023 - Partnership Services & Activation Manager January 2022- March 2023

For the World Ski Championships organizing committee's partners:

- Activation of contractual rights and daily relations with partners on various subjects (communication, corporate events, ticketing & hospitality, visibility , merchandising)
- Support to partners for the conception and implementation of activations
- Management of partners' villages during competition periods
- Creation and management of the partners club, community animation and organization of B2B events

PARIS 2024 - Torch Relay Project manager assistant July - December 2021

- Definition of the planned route and writing of the specifications for the call for tenders for the delivery of the relay and analysis of the bids received
- Development of partner engagement and activation programmes

KENEO (ex-MKTG) - Junior projects manager

August 2019 - August 2020

- Sports presentation & event management: support to the French Football Federation on the sports presentation programme for France's senior, women's and U21 teams, coordination of matchday event operations (arena, forecourt)
- Partner activations: complete project management for French Football Federation partners (PMU, Volkswagen, Coca-Cola, Pasquier), from creative conception to implementation of activations and reporting

EDUCATION

2018 - 2021 : EDHEC BUSINESS SCHOOL

Double diploma: Master in Business Management
MSc in Creative Business and Social Innovation
Master thesis: Music and Football

2017 - 2018 : Universita degli Studi di Milano - DUETI

3rd year of Bachelor's Degree: courses in Italian and English

2015 - 2017 : Université Lyon 1 - DUT GEA

Corporate and Administrative 1st and 2nd years of Bachelor :
Management, Marketing and Event industry