**Thomas GUILBERT**

Marketing Manager • Melbourne, AUS • (+1) 424 231 4521

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Bilingual English - French

Double-degree Marketing (MBA)/Life Sciences (MSc) marketer with over 4 years of experience in high-impact digital marketing campaigns and brand management. Open to ambitious & innovative projects in Melbourne.

Digital & Social Marketing | Brand Development | 360 Marketing Campaign | Strategy & Data Analysis

**WORK EXPERIENCE**

**Nausicaa Aquarium**, London, United Kingdom

**Marketing & Promotion Manager UK** 08/2017 - Present

* Successful implementation of a 360 media campaign and branding in London & South England, adaptation of the offer to the UK market and launch of a disruptive inbound strategy: +93% B2C net sales vs last year.
* Creation of innovative partnerships with regional & international businesses to build a global and attractive product for travelers and put Nausicaá as a top-of-mind destination for UK groups: +31% B2B net sales vs last year.

**NEXTEDIA Group,** Paris, France

**Digital Marketing Consultant & Business Developer** 03/2016 - 08/2017

* Creation of an intuitive pull marketing strategy (content marketing and SEA/SEO) and complete makeover of the company’s digital marketing/sales tools: +112% net sales vs last year and boosted online visibility.
* Multi-level challenges including business development, sales & customer relationship/project management.
* Successfully managed multiple consulting projects (L’Oréal, Renault, EDF, Bureau Veritas, …) and supervision of a team of 8 consultants.

**L’Oréal,** Paris, France

**Associate Brand Manager, Kérastase** 03/2015 - 03/2016

* Product launch: Creation and launch of innovative concepts through trend monitoring, data, competition and sales analysis. global coordination with research, development and industry teams.
* Disruptive 360-degree marketing strategies, photo shoots and storytelling putting Kerastase’s products at the top of the market.

**Pierre-Fabre,** Toulouse, France

**Assistant Brand Manager, Avène** 01/2013 - 09/2013

* International product development, Market trends, clinical studies, competition analysis, communication and advertising. Development of the worldwide press release Eau Thermal Avène.
* Sales monitoring and consumer opinion analysis leading to the creation of new products, reformulation et repackaging.

**EDUCATION**

**Master of Business and Administration,** Intelligence and Digital Marketing MBA (2015)

*HEC Paris, France - #2 European Business School*

**Master’s Degree -** Business and Life Sciences MSc(2013)

*AgroParisTech, France - #10 World Life Sciences School*

**HOBBIES**

* New Technologies & Trends
* Surfing
* Scuba Diving
* Biology & Science

**PERSONNAL EXPERIENCE AND SKILLS**

**Round-The-World Trip -** 1 Year, 19 Countries (2014)

*Travel blog www.hello-world.fr*

* **Office** Suite XLS & PPT
* **Adobe** Suite PS, AI & IN
* **Facebook / Google** Analytics and Ads
* **Social** Media + Website Back Office

***Visa:*** *Eligible to the Temporary Skill Shortage Visa (TSS) Subcall 482 up to 4 years. (replacement of the 547 visa). Once sponsored by the company, the visa is processed in 3 weeks and I will take full charge of the cost.*