

Gregoire Glachant

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Summary

Over 20 years' experience creating digital content. Started working in video games in my teens before exploring video and print. Driven by connecting people with brands through great stories and now leveraging past experience and skills to deliver omni-channel content marketing solutions to clients, from beer makers Singha to commercial bank Kiatnakin Phatra Financial Group.

Employment

Asia City Media Group Thailand) **Bangkok, Thailand** **2006 - present**

Editor in Chief, Product Director August 2015-present

- Doubled BK Magazine's reach, which now stands at 500,000 people per week on Facebook and 400,000 unique visitors per month on bkmagazine.com.
- Built Asia City Media Group's content marketing offerings through effective native ads that consistently outperform the industry average 10:1.
- Led team of 17 people creating publications both under our own brands (BK Magazine, Where, Soimilk) and for a range of clients from banks and alcohol brands to government agencies.
- 196% growth in digital revenue from Q4 '14 to Q4 '15.

Reference: Duke Theerathada, Executive Vice-President, Corporate Brand and Communications, TMB Bank

Managing Editor, Product Director February 2009 - August 2015

- Developed a print magazine into a truly multi-platform product which saw explosive growth in social media (from zero to 100,000 Facebook fans) and online traffic (from zero to 800,000 monthly page views) and mobile apps.

Reference: James Fuss, Country Manager, Asia City Media Group

Deputy Editor July 2006 - February 2009

- Managed writers, liaised with the art director, sub-edited and wrote for BK Magazine, Bangkok's premier lifestyle weekly with 30,000 copies in print.

Freelance Producer, Author **Paris and Bangkok** **1998 – 2006**

- Produced multimedia content for various platforms, including video games by American company THQ.
- Produced fashion show videos for designers based in Paris, such as Kenzo and Jean-Claude Jitrois.
- Wrote for publications such as *WestEast* (Hong Kong), *Blast* (Paris) and the *Phuket Gazette* (Phuket).

Cryo Interactive / Virgin Interactive **Paris, France** **1993 – 1996**

- Co-author and director with Nic Mathieu of video game Hardline, a live-action FMV-based computer game released internationally in 1996.

Education

ESEC **Graduation 1998**

Electronic Arts Major at École Supérieure d'Études Cinématographiques, Paris, France

Lycée International de Saint Germain-en-Laye **Graduation 1995**

International Option Baccalaureate (American Section) in economics with honors

Skills and Interests

Perfectly bilingual in French and English (French nationality, lived in the USA as a child). Limited working Thai.

Avid travel photographer and obsessed with modern architecture and vintage motorcycles.