



GUILLAUME DEGOS

BUSINESS DEVELOPMENT & INNOVATIVE MARKETING STRATEGY

Know me better at

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Diploma	ISG Master Degree (M2)
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■ Education

2010 - 2015

ISG PARIS INTERNATIONAL BUSINESS SCHOOL

MASTER DEGREE (M2) IN MARKETING AND COMMUNICATION (WITH HONORS)

Major in business development and luxury products marketing.

Paris, FRANCE

2014

MAHIDOL UNIVERSITY INTERNATIONAL COLLEGE

MASTER DEGREE (M1) IN BUSINESS EXCHANGE PROGRAM

International business economics, marketing and Thai language.

Bangkok, THAILAND

2013

CCI CHAMBER OF COMMERCE AND INDUSTRY

TRAINING FOR ENTREPRENEURS AND BUSINESS DEVELOPERS

Optimize marketing strategy, Implement strategic brand plan and Sales.

Customs process import/export, intra-community trade (INTRASTAT - INCOTERM).

Paris, FRANCE

■ About Me

Place of Birth:	Paris, FRANCE
Date of Birth:	March 2, 1991 (Age: 25)
Nationality:	French
Driving License:	Category B
Experience :	4 Years
Availability:	Fulltime
English:	Advanced (865 TOEIC)
Thai:	Basic communication skills
French:	Native speaker
German:	Advanced

⌚ My Objective

I want to continue my professional experience in business development and marketing strategy planning to increase the business efficiency of a growing company. After professional experiences specialized in luxury (gastronomy, jewellery, marketing and communication services) in many countries (Thailand, France, Germany, USA), I want to use my skills and energy to a dynamic company in the long term and ensure an effective team work.

■ Employment

May 2015 - Present (one year)

LUXURY CONCEPT

BUSINESS DEVELOPMENT MANAGER AND MARKETING REPRESENTATIVE

Innovative marketing and digital communication agency.

Explore and develop new business opportunities, develop an effective relationship with customers, contribute to the company overall sales strategy, networking and relationship building, drive and deliver against firm sales revenue targets, manage marketing and projects development, co-operate with team in estimation effort, developing plan/schedule and performing task according to the plan in achieving department goals.

Bangkok, THAILAND (**124% of sales targets in 2015 / 92% customer satisfaction**)

Feb 2014 - Feb 2015 (one year fixed term contract)

LENÔTRE

INTERNATIONAL BUSINESS DEVELOPMENT "EXPORT MARKET RESEARCH"

French gastronomy boutiques and culinary institute.

Competitive analysis (brand positioning, price and cost study), economic, political, legislative environment and growth prospects, set a budget, implement strategic Lenôtre brand plan, develop partnership with suppliers and integrate French identity to Thai culture.

Bangkok, THAILAND (**Opening new market / Lower purchasing prices by 24% and better conditions**)

Jan 2013 - Jan 2014 (One year internship)

LOUIS VUITTON (LVMH Group)

SALES ASSISTANT AND MARKETING REPRESENTATIVE

Multinational luxury goods conglomerate

Responsible for maintaining outstanding customer service, achieving sales goals, minimizing stock losses, merchandising, and safeguarding company assets. Ensure that each customer receives outstanding service by providing a welcoming environment, which includes greeting and acknowledging every customer, maintaining solid product knowledge and all other aspects of customer service. Achieve monthly and annual sales goals through effective use of selling techniques, clienteling, and brand marketing knowledge.

Paris, FRANCE (**Best Sale results (Team France) for several quarters. 2013: Q3-Q4 / 2014: Q1**)

⚙ Professional Skill

Market research
Marketing strategy
Sales Management
Business development

Hospitality management
Event management
Customer service

SEO/SEM
Photoshop, Illustrator, InDesign
Full command of Microsoft Office

★ Personal Skill

Enterprising
Organization
Creativity
Team Player
International careers
(Thailand, USA, Germany, France)