

# Guillaume P. CHAMPEAU

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🌐 /GC-RESUME/

🗣️ FRENCH (native language) and ENGLISH (full professional proficiency)

👤 FRENCH CITIZENSHIP

## Education

*Edinburgh Business School*  
*Heriot-Watt University*

Master of Science in Marketing 2019-2021  
PostGraduate Diploma in Marketing 2018-2019

*SAE Institute Paris*

Undergraduate Diploma in WebDesign & Development 2008-2011

## Experience

***Synapse Studio - A VFX & Animation Studio***  
*Ho Chi Minh City - Vietnam*

Marketing & Sales Manager May 2023 - Present

***Gameloft Vietnam (Beyond Digital) - Advertising, UA, Games Development & Publishing***  
*Ho Chi Minh City - Vietnam*

Marketing Video Lead - Motion Design & VFX Specialist Sept 2019 - May 2023  
Senior AD Motion Designer - VFX Specialist July 2018 - Sept 2019

***Egoorooocrea - Marketing Agency***  
*Paris - France & Tunis - Tunisia*

Studio Manager & Creative Director Jun 2015 - July 2018

***Créer Logo - Branding Agency***  
*Paris - France*

Marketing Manager & Motion Design Trainer Jan 2014 - Jun 2015  
Digital Marketing Manager Dec 2012 - Jan 2014

***Kzi - Marketing Agency***  
*Paris - France*

Senior Art Director in Video Marketing Mars 2011 - Dec 2012  
Junior Art Director & Motion Design Expert Jun 2010 - Mar 2011

***CFP - Frozen Pastries***  
*Boulogne-sur-Mer - France*

Marketing Manager Sept 2008 - Jun 2010  
Sales Representative Mars 2003 - Sept 2008

## Certifications

*Edinburgh Business School*  
*Heriot-Watt University*

Certificate of achievement - Marketing Communications  
Certificate of achievement - Negotiation  
Certificate of achievement - International Marketing

*SAE Institute Paris*

Certificate in Sound Engineering

*Atlassian*

Jira Fundamentals Badge

## Details on Each Position Held

### *Synapse Studio - A VFX & Animation Studio* *Ho Chi Minh City - Vietnam*

#### Marketing & Sales Manager

May 2023 - Present

**Synapse Partners Ecosystem:** Operated within the Synapse Partners umbrella, the parent company overseeing multiple ventures including *Illuminus AI*, a software company specializing in special effects under AI, and an event organization division responsible for initiatives like the Startup World Cup Vietnam Regional event. Synapse Studio serves as the flagship VFX and animation company within this diverse portfolio.

**Focused Direct Marketing Strategy:** Developed and executed targeted direct marketing campaigns (email marketing, direct outreach via calls and emails and social media messaging). Tailored strategies were essential due to the niche nature of the industry, ensuring effective communication with our audience.

**Client Relationship Management:** Acted as the primary liaison for clients, and served as liaison between clients and creative teams throughout all company projects, ensuring clear communication and adherence to requirement

**Team Leadership:** Served as the Head of Marketing for Startup World Cup Vietnam project. Managed a marketing team, created marketing plans, and oversaw execution of marketing initiatives to ensure alignment with event objectives

**Networking and Promotion:** Represented Synapse Studio at industry events, fostering connections and enhancing visibility through strategic networking and promotions

**SEO Optimization:** Implemented SEO strategies resulting in SERP 1 ranking for multiple keywords, enhancing online visibility and driving organic traffic to the Synapse Studio and the Startup World Cup Vietnam websites.

**Marketing Strategy Development:** Formulated comprehensive marketing plans and strategies for Synapse Studio and Startup World Cup through in-depth research and analysis. Defined targeted marketing initiatives aligned with business goals and customer insights.

**End-to-End Website Creation:** Independently designed and developed *Synapse Studio*, *Startup World Cup Vietnam*, and *Illuminus AI* websites using Wordpress. Was solely responsible for the entire process (theming/child themes, custom plugin development, server setup, database management) and achieved top search engine rankings for competitive keywords.

### *Gameloft Vietnam - Beyond Digital* *Ho Chi Minh City - Vietnam*

#### Marketing Video Lead - Motion Design & VFX Specialist

Sept 2019 - May 2023

Transitioned from Lead Motion Design Expert & VFX Specialist for Southeast Asia to head the marketing video production efforts at Gameloft Vietnam, collaborating closely with the Montreal team.

Managed diverse video projects independently, producing internal videos, training materials, promotional content, advertising campaigns, and mobile in-game ads using agile methodologies.

Crafted internal/external video content including trailers, VFX sequences, backview runners, interstitials, isometric videos, and V-story videos.

Personally congratulated by members of the Queen band for outstanding work on creating all Queen: Rock Tour videos.

Worked on high-profile marketing videos for renowned gaming titles like *The Meg*, *Queen: Rock Tour*, *The Equalizer 2*, *The Secret Life of Pets 2*, and *The Grinch*, including interactive ads, trailers, VFX sequences, and internal pitch videos.

#### Senior AD Motion Designer - VFX Specialist

July 2018 - Sept 2019

Created internal and external video content including trailers, VFX sequences, backview runners, interstitial videos, isometric videos, and V-story videos.

Collaborated with game developers to integrate motion design elements seamlessly into gameplay.

Developed motion graphics templates to streamline video production processes.

Ensured all motion design work adhered to brand guidelines and maintained high visual standards.

### *Egooroocea - Marketing Agency* *Paris - France & Tunis - Tunisia*

#### Studio Manager & Creative Director

Jun 2015 - July 2018

Served as the Studio Manager and Creative Director at Egooroocea, overseeing all projects and assuming the role of the main client contact for the agency.

Provided creative direction for various projects as needed, dedicating 7 days a week to the agency for 3 years.

Successfully launched multiple web creation projects, significantly contributing to SEO efforts and securing first-page rankings for clients such as *Parisot*, *Bombay Burmese*, and *Cm-automobiles*.

Conducted internal and external training sessions on motion design and other creative skills to enhance team capabilities.

Managed all customer contacts and services, overseeing cold calls during the agency's launch phase.

Expanded the agency's client portfolio to include over 14 major clients in less than a year.

Developed an innovative agile production method, allowing real-time website development while clients observed.

Continuously researched industry trends and best practices to innovate and improve studio operations.

***Créer Logo - Branding Agency***  
Paris - France

**Marketing Manager & Motion Design Trainer**

**Jan 2014 - Jun 2015**

Served as Creative Director at Créer Logo, an online agency specializing in logo design, art prints, and promotional videos, with a focus on training and certification services.

Notable achievement: Secured a contract for textile art prints with Snoop Dogg. Collaborated directly with his manager to design a series of t-shirts for his newly launched website, "the Snoopermarket."

Led a team of designers to produce more than 150 logo designs, art prints, and promotional videos, all meeting or exceeding client expectations.

Established strategic partnerships with five influential industry stakeholders, resulting in a 30% increase in referral business and a 20% expansion of the client portfolio.

Additionally, as the sole motion design specialist, conducted short-term training assignments primarily in Tunisia and other companies across Eastern Europe and Asia, typically spanning five days each and attended by 72 clients and industry professionals, achieving a 93% participant satisfaction rate.

**Digital Marketing Manager**

**Dec 2012 - Jan 2014**

Successfully implemented SEO strategies resulting in elevating the company's website ranking to the top of the Search Engine Results Pages (SERP), achieving a position within the top three search results for targeted keywords within six months.

Streamlined the user experience by reducing website interaction steps by 50%, resulting in a 20% increase in website engagement and a 15% decrease in bounce rate within three months of implementation.

Leveraged the Infusionsoft (now KEAP) CRM platform to optimize customer relationship management processes, resulting in an increase in lead conversion rates and more than 25% improvement in customer retention within one year.

Played a significant role in the design process for web creations and prints during my tenure as a Digital Marketing Manager, actively participating in conceptualization and creation processes to ensure alignment with branding and marketing objectives. This involved collaborating closely with the creative team to develop visually appealing and effective marketing materials.

Transitioned into the role of Creative Director while maintaining digital marketing responsibilities.

Spearheaded the expansion of the training and certification division, developing and launching three new courses in digital marketing, motion design, and graphic design.

***K2i - Marketing Agency***  
Paris - France

**Senior Art Director in Video Marketing**

**Mars 2011 - Dec 2012**

Focused primarily on branding initiatives and web-based projects, including website development, email campaigns, and SEM.

Orchestrated the conceptualization and sale of over 100 logos.

Spearheaded the successful launch of 20+ website projects.

Earned the prestigious Wilogo Achievement Award, ranking as the second-highest creator within the logo marketplace (ceased operations in 2015).

**Junior Art Director & Motion Design Expert**

**Jun 2010 - Mar 2011**

Joined K2i Design team in Paris as a part-time web designer and quickly promoted to full-time Junior Art Director due to exceptional performance.

Assisted the Senior Art Director and managed storyboards and promotional video projects independently.

Conducted thorough research and analysis to stay updated on industry trends and best practices in design and motion graphics.

Actively participated in client meetings, presenting design concepts and receiving feedback for iterative improvements.

***CFP - Frozen Pastries***  
Boulogne-sur-Mer - France

**Marketing Manager**

**Sept 2008 - Jun 2010**

Implemented promotional video campaigns and supervised their creation, primarily focusing on the Dailymotion website.

Took the initiative to produce promotional videos when necessary and participated in the initial stages of Facebook advertising.

Significantly enhanced the company's visibility, resulting in an 11% increase in customer acquisition through digital marketing efforts.

Strategically registered the company on the L'Usine Nouvelle website, leveraging virtual stands to bolster brand equity.

This enriching experience solidified passion for marketing and inspired pursuit of further studies.

**Sales Representative**

**Mars 2003 - Sept 2008**

Served as a sales representative for the family business, actively contributing to its growth and success over a period of five years.

Managed various sales functions within the family-owned company, playing an integral role in its day-to-day operations and expansion strategies.

Undertook diverse responsibilities within the company, playing a pivotal role in its daily operations and strategies for expansion.

Played a significant part in establishing a call center in North Africa, facilitating telemarketing activities aimed at the BtoB sector and extending the company's market reach.

Recognizing the importance of personal growth and exploration, I chose to return to education, initially pursuing training in sound engineering before embarking on university studies in visual communication and marketing.

This transition underscored my commitment to both personal and professional development, reflecting a desire to explore new opportunities while maintaining the foundational ties within my father's company.

## Skills

### ***Core Marketing Skills:***

Integrated Marketing Communications  
 Brand Management  
 Product Positioning  
 Market Segmentation  
 Target Audience Identification  
 Advertising Strategy  
 Media Planning and Buying  
 Marketing Campaign Management  
 Market Research and Analysis  
 Consumer Behavior Analysis  
 Competitive Analysis  
 Pricing Strategy  
 Distribution Strategy  
 Marketing Metrics and Analytics  
 Marketing Performance Evaluation  
 Marketing Budget Allocation

### ***Marketing Strategy and Planning:***

Develop and execute comprehensive strategic marketing plans  
 Formulate comprehensive marketing plans aligned with business goals  
 Define targeted marketing initiatives based on customer insights  
 Develop direct marketing campaigns tailored to niche audiences  
 Conduct in-depth research and analysis to inform marketing strategies

### ***Direct Marketing:***

Developed and executed targeted direct marketing campaigns  
 Email marketing, direct outreach, social media messaging  
 Tailored strategies for niche audience communication

### ***Digital Marketing:***

SEO Mastery  
 Develop, manage and execute digital marketing campaigns  
 Design and develop company websites using WordPress  
 Mastery of agile methodologies for digital marketing efforts

### ***Sales:***

Proven track record in sales and business development  
 Ability to identify and pursue new business opportunities  
 Strong negotiation and persuasion skills  
 Excellent communication and interpersonal skills  
 Ability to build and maintain client relationships  
 Experience in conducting sales presentations and pitches  
 Proficient in sales techniques and strategies  
 Understanding of market trends and customer needs  
 Ability to meet or exceed sales targets and quotas  
 Familiarity with CRM software for sales pipeline management  
 Strong problem-solving and decision-making skills  
 Ability to work under pressure and adapt to changing circumstances

### ***Client Relationship Management:***

Establish and nurture relationships with key stakeholders  
 Serve as the primary point of contact for clients  
 Manage all customer contacts and services  
 Expand client portfolios through effective relationship management

### ***Analytical Skills:***

Monitor and analyze marketing performance metrics  
 Identify areas for improvement and optimize campaign effectiveness  
 Provide regular updates and reports on marketing strategies and performance metrics  
 Conduct research and analysis to inform marketing strategies

### ***Team Leadership and Management:***

Lead and manage marketing teams  
 Manage creative teams effectively  
 Conduct internal and external training sessions to enhance team capabilities  
 Collaborate cross-functionally with internal teams  
 Act as a liaison between clients and creative teams  
 Expand client portfolios through effective relationship management

### ***Creative and Art Direction:***

Providing creative direction and oversight  
 Branding and identity design expertise  
 Adapting designs for various media and platform requirements

### ***User Acquisition:***

Experience developing user acquisition strategies  
 In-depth knowledge of acquisition channels (ads, social media, partnerships)  
 Ability to optimize acquisition campaigns based on performance  
 Conducting competitive analysis of advertisements and marketing efforts  
 Skilled at creating successful ad campaigns by analyzing competitor tactics  
 Ability to deliver high-performing and impactful advertising creative  
 Combining quantitative data with creative ideation for user acquisition

### ***Video Animation and VFX:***

Motion Design Expert (After Effects)  
 Marketing Video/VFX Specialist  
 Animation and Storytelling Proficiency  
 Video Project Management Experience  
 Premiere Pro Video Editing Mastery  
 Creative Direction and Goal Alignment  
 Storyboarding and Typography Design  
 Audio Integration and Sound Design  
 Client Communication and Solutions  
 Team Leadership and Collaboration  
 Detail-Oriented Animation Quality  
 Adaptable to New Design Trends  
 Strong Problem-Solving Abilities

### ***Graphic Design:***

Adobe CC Expertise (Photoshop, Illustrator, InDesign)  
 Visually Appealing Design & Layout  
 Branding & Identity Design  
 Print Design Experience  
 Typography & Color Theory Knowledge  
 Digital Graphics for Web/Marketing  
 Photo Editing & Manipulation  
 Vector Illustration & Icon Design  
 UX/UI Design Principles  
 Cross-Platform Design Adaptation  
 Design Project Management

### ***Content Creation:***

Produce high-quality marketing videos, trailers, and VFX sequences  
 Develop engaging content for digital marketing campaigns  
 Craft internal and external content  
 Create promotional content, advertising campaigns, and mobile in-game ads

### ***Technical Proficiencies:***

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects)  
 Microsoft Office Suite (Word, Excel, PowerPoint)  
 WordPress  
 HubSpot  
 Mailchimp  
 Infusionsoft (now KEAP)  
 Shopify  
 WooCommerce  
 HTML/CSS/Javascript/Jquery  
 PHP/SQL (basic knowledge)  
 Google Analytics, Google Ads & GA4  
 SEMrush  
 Confluence / Jira  
 Kartra  
 Mailchimp  
 Logic Pro  
 Cinema 4D  
 Boris FX Mocha Pro  
 Marketo  
 Red Giant Suite  
 Discord  
 Ableton Live