

# GUILLAUME CHAMPEAU

CREATIVE DIRECTOR  
ART DIRECTOR  
MARKETING SPECIALIST  
EXPERT MOTION DESIGNER  
VFX SPECIALIST

## ABOUT

French Bilingual (French/English) with some knowledge in Arabic & Spanish language.  
Vietnam resident based in Ho Chi Minh City but willing to relocate if needed.

20+ years of proven experience in web, gaming industry, digital marketing and creative leading across Europe, North Africa and SouthEast Asia.

5 years of experience in the gaming industry  
5 years of experience in the mobile advertising industry  
10+ years of experience in creating, managing, and optimizing customers' digital experience through delivering different digital supports and medias  
5+ years of experience in sales and BtoB telemarketing

Video editing, motion design & VFX expertise  
Worked on 100+ different mobile titles  
Strong capabilities of multi-task jobs requiring creative, marketing and managing skills

Coding skills in HTML, CSS and knowledge in PHP, MYSQL and Javascript coding.  
Blockchain Enthusiast

Passionate about travelling, new technologies, motorcycles, gaming, golfing and advertising.

### Contact Details:

**Mr Guillaume (Pierre) Champeau**  
**Born on 18/02/1984 in France**

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**Website & portfolio:** www.gc-resume.com

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## EXPERT AD MOTION DESIGNER & VFX SPECIALIST | GAMELOFT FOR BRANDS | HCMC

SEPT 2019 - APR 2023

GAMELOFT FOR BRANDS is one of the market leaders in mobile gaming providing innovative digital solutions. I worked as **the only and unique** motion designer of the whole Gameloft South East Asia in collaboration with the Montreal Team I was also a VFX expert and I worked on many promotional videos and trailers of hollywood movies and TV series. My specialty was creating interactive ads (mostly in-game) but also trailers, VFXs and internal pitching videos for several clients. I worked on exciting projects such as "Queen Rock Tour" which is the official Queen Mobile app, but also on "Applaydu" and "Applaydu and friends" both rewarded games.

- Created and conceptualized all the Queen : Rock Tour videos from scratch. The result was so satisfying that the Queen band members congratulated me
- Successfully delivered over 100+ Backview Runners for interactive in-game mobile Ads
- Worked independently and efficiently during all the years spent at Gameloft.
- Worked on internal videos, training videos, promotional videos, ad videos and all types of mobile in-game ads

## SENIOR AD MOTION DESIGNER & VFX SPECIALIST | GAMELOFT | HO CHI MINH CITY

JUN 2018 - SEPT 2019

This was my first experience in the gaming industry. I was in charge of creating internal and external videos, trailers, VFXs, backview runners, interstitial videos, isometric videos, V-story videos. I worked on very big projects including many hollywood movies promotional videos and interactive ads such as : The Meg, The Grinch, Pet 2, Wreck it Ralph 2 and many others.

## CO-FOUNDER - CREATIVE DIRECTOR | EGOOROCREA | AMIENS - PARIS - TUNIS

JUN 2015 - JUN 2018

I cofounded this web agency with 2 other associates and I worked as the main multi tasking creative director supervising, conceptualizing and managing all the projects. I was also the only client contact of the agency and I art directed many projects when needed. As a business owner, I worked 7days/week during 3 years and that prevented me from getting back to university to study for my master degree. That's why I left this agency in 2018 for Gameloft. I needed time to study and the best way to do it was to have fixed working hours.

- Successful launch of 30+ web development projects
- Successfully raised several webpages to SERP 1
- Supported all the customer contact and service and was in charge at the launch of this agency of all cold calls.
- Successfully increased agency portfolio to 14+ big clients in less than a year
- Created a new method of agile production which consists in developing the website online while the client is watching

## CREATIVE DIRECTOR & MOTION DESIGN TRAINER | CREER-LOGO | PARIS - MOROCCO

JAN 2014 - JUN 2015

Créer logo is an online agency specialized in creating logos, art prints and promotional videos. The company had also a training and certification pole. My biggest accomplishment as a creative director in this agency was signing a textile art prints contract with Snoop Dogg. I was in direct contact with his manager at the time, Mr. Alvarez and we designed many tshirts for his new online shop at the time "the Snoopermarket". I was also the only motion design specialist of the company so I had to accomplish many small training missions in Tunisia mainly but also in other companies in Eastern Europe and in Asia (5-day training missions in Poland and Malaysia).

## DIGITAL MARKETING MANAGER | CREER-LOGO | PARIS

DEC 2012 - JAN 2014

I was hired as a digital marketing manager and I was the only motion designer of the company so I created all promotional videos when needed. I took care of all the SEM part of the company which included all the SEO. The challenge was to raise the website to SERP 1 with only a form on the home page.

We wanted to shorten the user story as much as possible by minimizing the steps of using the website.

We worked a lot on infusionsoft (actual KEAP) CRM. I kept my functions of digital marketer by, later, becoming the creative director.

EXPERIENCE

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## SENIOR ART DIRECTOR | K2I DESIGN | PARIS

MAR 2011 - DEC 2012

I quickly became the main art director of the agency. My title was "senior art director" but my job was more about conceptualizing all creative projects and leading the whole creative team. So I was more a creative director in reality. We worked mainly on branding and on web projects (website creation, emailing, SEM).

- Successfully conceptualized and sold over 100+ logos
- Successfully launched 20+ websites projects
- Wilogo achievement award = Number 2 creator of the whole logo marketplace. (closed in 2015)

## JUNIOR ART DIRECTOR | K2I DESIGN | PARIS

JUN 2010 - MAR 2011

I joined the K2i Design team in Paris at the end of my studies in SAE Institute.

It was at the beginning a part time job of a webdesigner then after my probation period, they judged me overqualified for the job and I became a junior art director.

I had to assist the senior art director but mostly work on storyboards and promotional videos.

## DIGITAL MARKETING MANAGER | CHAMPEAU FROZEN PASTRIES | PARIS

SEPT 2008 - JUN 2010

During my studies I worked as a part time digital marketing manager in my father's company. My job was to work on the entire digital marketing strategy of the company. At the time digital marketing was in its infancy and I constantly had to explain what it was about since it was a new field on the market.

I worked mainly on the dailymotion website. I set up promotional video campaigns which I supervised the creation.

Sometimes I took care of the creation of these videos myself. I also worked on the very beginnings of facebook advertising.

- I managed to increase the visibility of the company considerably.
- Digital marketing campaigns increased the number of customers by 11%.
- I also worked on the "l'usine nouvelle" marketplace, which offered virtual stands online at the time.

This experience made me want to continue my studies in marketing afterwards and to specialize in this branch.

## SALES REPRESENTATIVE | CHAMPEAU FROZEN PASTRIES | BOULOGNE-SUR-MER

MAR 2003 - SEPT 2008

After I graduated high school, my father (who is retired now) wanted me to work with him.

So I worked for over 5 years as a company sales representative overseeing the company's sales operations.

I also participated in the creation of a call center in North Africa to launch telemarketing operations in BtoB.

But very quickly I knew that I wanted to fly on my own. I went back to school and undertook training in sound engineering before starting university studies in visual communication and marketing.

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## DEGREES

### EDINBURGH BUSINESS SCHOOL HERIOT-WATT UNIVERSITY



#### MSC MARKETING

This was the reason that pushed me to sell my business. As a business owner I didn't have time to study so I took some risks in order to pursue my education. I chose Edinburgh Business School because they have flexible programmes perfect for full-time workers. I graduated in 2021 with a Master of Science in Marketing with merit.

### EDINBURGH BUSINESS SCHOOL HERIOT-WATT UNIVERSITY



#### POSTGRADUATE DIPLOMA IN MARKETING

I was accepted in the Edinburgh Business School to study Marketing. I graduated in 2020 with a postgraduate Diploma in Marketing and I minored in Negotiation.

### SAE INSTITUTE PARIS CAMPUS



#### UNDERGRADUATE DIPLOMA IN WEB DESIGN & DEVELOPMENT

I enrolled in SAE institute, one of the largest graphic art school in the world, to study webdesign. I focused on video editing and web creation, and on Marketing. I graduated in 2011 with an undergraduate diploma in Web Design & Development.

### GIRAUX SANNIER HIGH SCHOOL BOULOGNE-SUR-MER



#### HIGH SCHOOL DIPLOMA

I graduated high school with honours.

## CERTIFICATES & TRAINING

### SAE INSTITUTE PARIS CAMPUS



#### SOUND ENGINEERING

Sound Engineering training program. The goal was to learn the basics of sound engineering so it completes my motion design skills.

### EDINBURGH BUSINESS SCHOOL HERIOT-WATT UNIVERSITY



#### 3 PROFESSIONAL CERTIFICATIONS

- Principles of retailing certificate
- Negotiation certificate
- Marketing Channels certificate

### CPD CERTIFICATION SERVICE



LEAN SIGMA : WHITE BELT

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## LANGUAGES

**English** : fluent as I worked in an english speaking environment for 5 years and I am graduated from a Scottish university.

**French** : native.

**Spanish, Polish and Arabic** : basic notions.

## TOOLS & SOFTWARES

Confluence

Jira

Html/CSS Coding

Php/Sql basic knowledge

Keap (Infusionsoft)

Kartra

Zapier

Google Ads

Adobe After Effects

Adobe Premiere Pro

Adobe Illustrator

Adobe Photoshop

Adobe Media Encoder

Adobe Dreamweaver

Adobe Audition

Logic Pro

Cinema 4D

Microsoft office

Mailchimp

Wordpress

Woocommerce

Shopify

Joomla

Drupal

Prestashop

Boris FX Mocha Pro

Marketo

Red Giant Suite

Figma

Workday

Discord

SEMRush

Ableton Live

## EXPERTISES

Creativity

Customer Contact

Production operations

Project planning & coordination

Scrum / Agile/ Waterfall development

Web Project management

Budget control

Problem solving

Risk management

Team management

Motion Design

Video Editing

Visual FX (VFX/GFX)

Storytelling & Storyboarding

Promotional Videos

Mobile Ads

Interactive Ads

2D & 2.5D Animation

Rotoscoping

Keying & Compositing

Tracking

Masking

Backview Runners

Intercultural communication

Training

Digital marketing & SEO

User experience (UX)

User Interface (UI)

Product management

Customer journey

Creative direction

Art Direction

Branding

Art Prints

CRM & Marketing Automation

Data Collection and Analyzis