



DUBOIS GUILLAUME

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Versatile and analytical professional with a strong foundation in marketing, data-driven decision-making, and organizational excellence. A graduate in Marketing and Data Analytics from NEOMA Business School, I am passionate about leveraging analytical insights and strategic thinking to contribute to impactful projects and drive success in global, fast-paced environments.

EXPERIENCES

Business Manager apprentice – Public Sector: Local and Regional Governments
MICROSOFT, Issy les Moulineaux: October 2024 - October 2025

- **Co-sell Deal Management:** Oversaw and managed Co-sell deals, ensuring efficient communication and coordination with stakeholders to drive successful outcomes.
- **Sales Shadowing:** Partnered with sales teams to observe and learn effective strategies, deepening understanding of client interactions and deal negotiations.
- **Webinar Coordination:** Organized and facilitated webinars to support knowledge sharing, client engagement, and training initiatives.
- **Report Preparation:** Prepared detailed reports for account executives, providing insights and recommendations to optimize performance.
- **CRM-driven Pipeline Management:** Maintained and monitored pipeline health using CRM tools to drive sales excellence, enhance forecasting accuracy, and ensure alignment with organizational goals.
- **AI Agent Development:** Created an AI agent to support daily missions by automating routine tasks, enhancing decision-making, and improving overall efficiency through intelligent assistance.

Brand Marketing Intern - AGILE team
NIKE, Paris VIII: February 2024 - August 2024

- **Market Research and Analysis:** Conducted comprehensive market research to identify emerging trends, consumer preferences, and the competitive landscape within the industry.
- **Strategic Marketing Campaigns:** Assisted in the development and execution of marketing campaigns and activations to enhance brand visibility, engagement, and market reach.
- **Contract and Compliance Management:** Facilitated the legal review and execution of contracts with new brand athletes, ensuring adherence to company policies and regulatory requirements.
- **Event and Endorsement Coordination:** Supported the planning and execution of promotional events, product launches, and athlete endorsements to strengthen brand presence and drive consumer interest.

Marketing Product Specialist Intern – ETF Indexing & Smart Beta
AMUNDI ASSET MANAGEMENT, Paris XV: January 2023 - July 2023

- **Competitive Intelligence:** Tracked market trends and competitor strategies, preparing summary reports to support strategic decisions.
- **Direct Marketing:** Produced sales pitches and marketing materials in French and English to promote the product range.
- **Product Launches:** Created bilingual launch kits (factsheets, emails) in collaboration with product development teams.
- **Financial Monitoring:** Analyzed competitors' activities, market trends, and product innovations to identify opportunities.
- **Product Data Management:** Collected and formatted product data for specific market segments to ensure accuracy and consistency.

EDUCATION

NEOMA BUSINESS SCHOOL, France – 2022 to 2025
MASTER 2 – Data Analytics & Marketing
EXCHANGE: YONSEI UNIVERSITY, South Korea – 2023
MASTER 1 – Management

CY CERGY PARIS UNIVERSITE, France – 2019 to 2022
DOUBLE BACHELOR OF ECONOMICS & FINANCE +
ECONOMICS & CORPORATE ENGLISH
EXCHANGE: UNIVERSITY OF HELSINKI, Finland – 2022

LANGUAGES

ENGLISH (Bilingual); (IELTS: 8/9) (TOEIC: 965/990)
FRENCH (Mother tongue)
SPANISH (Intermediary)
KOREAN (Beginner)

CERTIFICATIONS

PL900 (Automatisation ; Données ; Applications.)
GOOGLE DIGITAL GARAGE – March 2023
FUNDAMENTALS OF DIGITAL MARKETING (40HRS)
SEO, SEM, Web Analytics, ...
GOOGLE DIGITAL GARAGE – June 2023
CERTIFICATE DATA ANALYTICS (180HRS)
SQL, DataViz, Tableau, Excel, ...

HARD SKILLS

Excel
SQL
R/ Python Programming
Power BI; Tableau
Canva, PowerPoint & Word
ICT

SOFT SKILLS

Effective Decision-Making
Great numeracy skills
Highly organized
Adaptability and Flexibility
Learning by doing

EXTRACURRICULAR ACTIVITIES

Mixed martial arts · Fitness · Travelling · Fragrance ·
Running · Boxing · Fashion · Basketball · Brazilian Jiu-jitsu ·