



# DUBOIS GUILLAUME

MASTER'S 2 STUDENT AT NEOMA BUSINESS SCHOOL

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Versatile and analytical professional with a strong foundation in marketing, data-driven decision-making, and organizational excellence. Currently Pursuing a master's degree in marketing and data Analytics at NEOMA Business School, I am passionate about leveraging analytical insights and strategic planning to contribute to impactful projects and drive success in a global, fast-paced environment.

## 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.
- **Webinar Coordination:** Organized and facilitated webinars to support knowledge sharing, client engagement, and training initiatives.
- **Business Reviews:** Conducted in-depth business reviews to evaluate performance metrics, identify growth opportunities, and recommend strategic improvements.
- **Report Preparation:** Prepared detailed reports for account executives, providing insights and recommendations to optimize performance.
- **Pipeline Management:** Maintained and monitored pipeline health, focusing on sales excellence and ensuring alignment with organizational goals.
- **Sales Shadowing:** Partnered with sales teams to observe and learn effective strategies, deepening understanding of client interactions and deal negotiations.

Brand Marketing Intern - AGILE team

**NIKE, Paris VIII:** February 2024 - August 2024

- Conducted market research and analysis to identify emerging trends, consumer preferences, and competitive landscape within the industry.
- Assisted in the development and execution of strategic marketing campaigns & activation to enhance brand visibility and engagement.
- Facilitated the legal review and execution of contracts with new brand athletes ensuring compliance with company policies and regulatory requirements.
- Cross-functional brainstorming to implement innovative marketing initiatives
- Supported the planning and coordination of promotional events, product launches, and athlete endorsements to amplify 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 (monitoring market trends, writing summary notes, reviewing competitors' strategies and market trends)
- Production of direct marketing actions to promote the product range (redaction of sales pitches in French and English, development and updating of marketing documentation)
- Designing the launch kit for new products in French and English (factsheet, customer emailing, work in collaboration with the product development teams)
- Financial monitoring (competitors' activities, market trends, product flows and innovations)
- Collecting and for matting of product data specific to a market segment

## EDUCATION

**NEOMA BUSINESS SCHOOL, France – 2022 to 2025**

MASTER 1 – Management

**EXCHANGE: YONSEI UNIVERSITY, South Korea – 2023**

MASTER 2 – Marketing & Data Analytics

**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

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, ...

*To come: MS-900, AZ-900, AI 900*

## HARD SKILLS

Excel

Canva, PowerPoint & Word

SQL

R/ Python Programming

Power BI; Tableau

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 ·