

ROHAN KUMAR

Go-to-Market (GTM) & Brand Marketing Manager | Product Launches, Activation & AI-Driven Growth

EDHEC Grande École Graduate | B2C & B2B Campaigns across French & Global Markets

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Bilingual: English (Native) / French (C1) | Available immediately

PROFESSIONAL SUMMARY

Go-to-Market and Brand Marketing Manager with 4+ years across gaming, FMCG, consumer tech, and fashion/retail. Track record of owning end-to-end go-to-market execution and product launches at **Ubisoft**, **L'Oréal Paris**, and **Publicis Sapient** spanning Positioning, 360° Campaigns, Activation, Event, Media and Cross-functional delivery. I bring a rare mix of marketer, engineer, and designer with hands-on AI content production and system-building thinking that cuts creative timelines and scales output delivering impactful campaigns. Comfortable operating across B2C and B2B, in French and global contexts, from a **€30M** live-service season launch to a **45M-view** AI-driven OOH activation.

WORK EXPERIENCE

Operational Marketing Manager - B2B GTM & Growth (CDD)

June 2026 – Present

TRANSATEL | Paris, France

- Defined B2B go-to-market strategy and performance marketing for the Ubigi eSIM, driving qualified traffic and conversion across primary channels in close collaboration with product, sales, and international teams.
- Built 5 SEO-optimised Hubspot based landing pages in 2 languages** across enterprise, business-plan, and feature-launch segments achieving **10-20% conversion lift per optimised page**.
- Ran paid social, Google Ads, and App Store campaigns with agencies briefing creative, A/B testing, and reporting on CAC, ROAS, and funnel performance
- Produced high-impact strategic content and sales enablement materials (white papers, case studies, SEO-driven FAQs) and led end-to-end rework of the B2B website
- Led press relations, webinars, and trade show to build market visibility, tracking leads, conversion, and ROI to deliver data-driven recommendations feeding into business decisions.
- Built a self-run LinkedIn content system with custom series templates for consistent organic posting sustaining **2-3 posts/week**, up from ad hoc posting.

Head of GTM - AI Creative Content(CDD)

December 2025 – May 2026

FOLKTALK AI | Paris, France

- Delivered an AI-driven OOH activation for *Myntra* that reached **45M+ views**, using generative video and image tooling for a fashion-retail launch moment.
- Led rotating teams of up to 3 freelance specialists (video, production, coding) per client engagement by scoping, briefing, and directing each team through to delivery.
- Produced campaign assets with generative AI (Veo, Kling, MidJourney, ElevenLabs), **cutting production time up to 60%** versus traditional workflows.
- Built full go-to-market suites for small and emerging brands including positioning, brand identity, landing pages, SEO, and B2B/B2C marketing content.
- Automated client marketing workflows with AI and no-code tools (Claude, n8n), **saving ~10 hours/week** in operational overhead.

Brand Activation Manager (CDD)

June 2025 – December 2025

BRITISH AMERICAN TOBACCO(BAT) | Paris, France

- Led **€100K** launch event for *Vuse Ultra* smart vape for 120+ guests **boosting post-launch sell-out by 15%** ensuring successful coordination of all logistics and stakeholder communication.
- Drove online & shelf visibility by 12% in 13K+ outlets** by producing and delivering monthly activation assets (banners, POS tools) end-to-end with creative, print & shipment vendors
- Fed local market intelligence and activation performance into global brand strategy, influencing Vuse product range development and adapting the Area team's (London) campaigns for the French market.
- Built sales enablement decks for field teams and tracker dashboards for asset ROI, campaign KPIs, brand decks & post-launch analysis of sell-out data.
- Adapted Vuse global strategy, coordinating with Trade, ATSM, Legal, Finance to ensure legal compliance.

Campaign & Product Marketing Manager (Stage)

January 2024 – June 2024

L'ORÉAL PARIS | Paris, France

- Orchestrated 360° content strategy for *Elseve Haircare* range '25 achieving **+15% market penetration**.
- Conceptualised and produced **50+ creative assets** for social & e-commerce use, improving **online product engagement by 25%**.
- Co-ordinated shoots for L'Oréal celebrity spokespersons with post-production and agency collaborations and their subsequent follow-up and integration into campaign launches.
- Spearheaded creator partnerships, PR kits and event content planning for product activations.

UBISOFT | Paris, France

- Owned global brand strategy and go-to-market for season launches and themed events on a live-service title *Rainbow Six Siege* generating **€30M+ revenue & 300K+ monthly players**.
- Led Website Management & CRM campaigns, **lifting retention 20% boosting LTV for 76M+ players**.
- Developed loyalty-based monetized membership and related campaigns, growing member base by 20% MoM.
- Aligned localization of promo assets across 10+ regions, ensuring cultural relevance & on-time delivery.
- Delivered live feature demos for Paris Games Week '23 for the Ubisoft Booth, increasing player acquisition.

Digital Campaign Lead (CDI)

January 2020 – July 2022

PUBLICIS SAPIENT | Bengaluru, India

- Led 2-person Ad Operations team for Macy's client, driving it to become Publicis Sapien's top-performing global account.
- Deployed 200+ paid campaigns** for Macy's affiliated brands (*Balenciaga, LVMH, Chanel & Ralph Lauren*) **yielding +30% ROAS** and **managing €50K+ media budgets** with agency media buyers.
- Optimized rich media and interactive ad creatives via A/B tests, visuals, and CTAs, **improving funnel completion 18%** across multi-market launches.
- Delivered weekly KPI dashboards and strategic insights to client teams, enabling targeting optimization and churn prediction, while collaborating cross-functionally to refine ad variants.
- Trained new joiners with campaign strategies & QA practices and tagging procedures for Macy's and other accounts including *Samsung, Marriott, Under Armour, and GSK*.

EDUCATION

EDHEC Business School, Lille, France

September 2022 – October 2025

Masters in Management (Grande École) and MSc in Marketing Management (Entertainment Marketing)

Manipal Institute of Technology, Manipal, Karnataka, India

August 2015 – April 2019

Bachelor of Technology (B.Tech in Electrical and Electronics Engineering)

LEADERSHIP EXPERIENCES

- TEDxEDHEC Brand Lead** - Ideated brand identity, PR, speaker promo for 100+ attendees, leading team of 5.
 - Managed end-to-end event production from concept to delivery, coordinating speakers, sponsors, venue logistics, and comms across a tight 3-month timeline
 - Designed the full visual identity for the event theme, including social templates, print materials, and stage branding.
- Organizer** for Hello!NEXEN (EDHEC Gaming Association) E-Sport Championship with 8500€ prize pool.

LANGUAGE AND SKILLS

- Marketing** - Brand Strategy, Retail and Trade activation, Product launches, 360° campaigns, Community Building, Influencer Partnerships, Event Activations, CRM Automation, Brief Execution, Content & Copy Review, Localisation, Sales Enablement, Budget Management.
- Growth & Performance**- Google Ads, Meta Ads, Google Campaign Manager, Google Analytics (Certified), SEO, CRM, HubSpot, lifecycle marketing, A/B testing, CAC/ROAS/LTV, KPI dashboards, Tableau, Power BI.
- Design**- Photoshop, Adobe Suite, Wix, Figma, Canva, Procreate, InDesign, Blender, Capcut.
- AI & Automation**- Prompt Engineering, Midjourney, Kling, Google VEO, Claude, Nano Banana, Seedance, Eleven Labs, Zapier, n8n, Power Automate.
- Data** - Microsoft Word, Excel, PowerPoint, KPI Dashboards, Media Monitoring, SPSS.
- Project** - JIRA, Smartsheet, Trello, Notion, Confluence, Slack, Agency & Vendor Management.
- Interests** - Pop Culture Expert & Cinephile, Gaming, Digital Art, Creative Direction, Emerging Tech.