

ROHAN KUMAR

Brand Marketing Manager specializing in 360° GTM, Activation, AI-driven content & Campaign Strategy across high growth consumer products in French & Global markets | FMCG - Retail - Gaming

Paris, France | +33766815866 | rohan.kumar@edhec.com | [LinkedIn](#) | [Marketing Portfolio](#)

Bilingual: English (Native) / French (Professional) | **Available immediately**

WORK EXPERIENCE

Brand & Retail Activation Intern

June 2025 – December 2025

BRITISH AMERICAN TOBACCO(BAT) France | Paris, France

- **Led €100K launch event** for *Vuse Ultra* smart vape for 120+ guests boosting post-launch **sell-out by 15%**.
- **Managed** end-to-end monthly campaign materials (banners, price tools, POS tools) rollout for France market.
- **Ideated & produced** activation assets increasing **online and shelf visibility by 12%** in **13K+ retail outlets**.
- **Adapted** Vuse global strategy, coordinating with Trade, ATSM, Legal, Finance to ensure legal compliance.
- **Built** tracker dashboards for asset ROI, campaign KPIs, brand decks & post-launch analysis of sell-out data.

Campaign & Product Marketing Intern

January 2024 – June 2024

L'ORÉAL PARIS | Paris, France

- **Orchestrated** 360° content strategy for *Elseve Haircare* range '25 achieving **+15% market penetration**.
- **Production** of creative assets for social & e-commerce use improving **online product engagement by 10%**.
- **Co-ordinated shoots for L'Oréal celebrity spokespersons** with post-production and agency collaborations.
- **Spearheaded** creator partnerships, PR kits and event content planning for product activations.

Global Brand Manager Intern

July 2023 – December 2023

UBISOFT | Paris, France

- **Owned** global brand strategy for *Rainbow Six Siege* generating **€30M+** revenue & **300K+** monthly players.
- **Led** Website Management & CRM campaigns, resulting in **20% boost in player retention for 76M+ players**.
- **Developed** loyalty-based monetized membership and related campaign, growing member base **by 18% MoM**.
- **Enabled** production of interactive digital assets for touchpoints translating into interactive player experiences.
- **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.

Paid Media & Ad Operations Analyst

January 2020 – July 2022

PUBLICIS SAPIENT | Bengaluru, India

- **Deployed 200+ paid campaigns** for *Macy's* brands (*Balenciaga, Samsung, Marriott*) yielding **+30% ROAS**.
- **Optimized** rich media and interactive ad creatives via A/B tests, **improving funnel completion 18%**.

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

- **Freelance Brand Consultant & Designer**
 - Expertise in strategic development of brand identities (logos, landing pages, SEO) for diverse clients.
 - Production of AI-generated campaign assets via Kling and MidJourney **reducing production cycles 60%**.
- **TEDxEDHEC Brand Lead** - Ideated brand identity, PR, speaker promo for 100+ attendees, leading team of 5.
- **Organizer** for Hello!NEXEN (EDHEC Gaming Association) E-Sport Championship with 8500€ prize pool.

LANGUAGE AND SKILLS

- **Language** - English (Native), French (C1), Hindi (Native).
- **Marketing** - Google Campaign Manager, Google Ads, Meta Ads, Google Analytics (Certified), SEO, Community Building, Influencer Partnerships, Event Activations, Rich Media & Interactive Advertising.
- **Design**- Photoshop, Adobe Suite, Wix, Figma, Canva, Procreate, InDesign, Blender, Capcut.
- **AI Tools** - Prompt Engineering, MidJourney, Kling, Google VEO, Sora, Nano Banana, Eleven Labs
- **Data** - Microsoft Word, Excel, PowerPoint, Tableau, KPI Dashboards, Media Monitoring, SPSS.
- **Project** - JIRA, Smartsheet, Trello, Notion, Confluence, Slack, Brief Execution, Content & Copy Review.
- **Interests** - Pop Culture Expert & Cinephile, Gaming, Digital Art, Creative Direction, Adventure Sports.