



# JULIE SZWARC

## BRAND/PRODUCT MANAGER

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### Hello, I am Julie.

Geek and enthusiastic self-learner, I hate stagnation and I am always on the lookout for the very last innovative technology or marketing tool. I love creating, launching new projects and enhancing what already exists to go ever further in my job and life.

### My fields of expertise

- > Brand and product strategy
- > Benchmark & studies
- > Graphic creation
- > Web & social media
- > Project management

### SKILLS

ENGLISH ●●●●●  
TOEIC: 945/990 | TOEFL: 91/120

GERMAN ●●●●●  
Basics - A1 Level (CECR)

OFFICE SUITE ●●●●●

PHOTOSHOP ●●●●●

INDESIGN ●●●●●

ILLUSTRATOR ●●●●●

Others - SAP, Wordpress, Sphinx, Mailchimp, Sarbacane, VBA, HTML, CSS, Javascript

Basic knowledge - PHP, MySQL

### HOBBIES



PASSIONATE GAMER



SEASONED SPORTSWOMAN



TRUE CORDON BLEU



ANIME ENTHUSIAST

### PROFESSIONAL EXPERIENCES

**BRAND & PRODUCT MANAGER - PORT EUROPE** January 2016

*Manufacturer of laptop bags, tablets cases and accessories with its own design studio*

Working daily on a new accessories range named PORT CONNECT  
Head of an incoming gaming brand, from concept to launch: AROKH

- Marketing: competitors analysis, positioning definition, packaging design, marketing tools creation (presentations, catalogues, product sheets), client presentations
- Production : portfolio construction and product selection, production monitoring to meet deadlines and budgets
- Communication : emailing campaigns, website management, graphic creation (web banners, ads, kakemonos, videos), customer support

**BRAND MANAGER ASSISTANT - UBISOFT EMEA** Jan. - July 2015

*International video game developer & publisher - EMEA headquarters*

Coordination of the Might & Magic Heroes VII's launch plan

- Responsible of the launch schedule and privileged point of contact for the teams - Studio, Digital, Press Relations, Trade, Sales, +15 subsidiaries & Agencies
- Handled the brief redaction and assets creation follow up (packaging, trailer, banners, goodies and Collector Edition)
- Conducted 2 competing analysis to identify improvement axes (best/worst practices - fonctionnality, communication, website interface)

**PRODUCT MANAGER ASSISTANT - BULKYPIX** July - Dec. 2013

*Developer & publisher of mobile video games and serious applications*

- Launched 12 freemium & premium video games: competition survey, recommendations (business model, monetisation, acquisition), marketing tools creation follow up, post-mortem reporting
- Organised promotionnal operations - Black Friday Sales, corner animation at the Paris Games Week, management of a partnership with SFR
- Created a collaborative project management tool for the Marketing team

**MARKETING APPRENTICE - CCE ORGANISATION** Aug. 2011 - Aug. 2012

*Events agency with its own entity of furnitures design, sale and rental*

- Managed the e-commerce website Bobazar.fr creation (300 products)
- Canvassed media partners (Web, TV, Print) and coordinated marketing operations
- Coded an editor script to automate catalogue creation (~1 800 € and 70% faster)

### EDUCATION

**MASTER DEGREE** Graduation 2015

TOULOUSE BUSINESS SCHOOL (FR)  
Marketing and High-Tech Environment  
Exchange semester at Copenhagen Business School (DK)

**BACHELOR DEGREE** Graduation 2012

ROUEN BUSINESS SCHOOL (FR)  
Business Management

### ONLINE COURSES

- Introduction to User Experience Design - GEORGIA INSTITUTE OF TECHNOLOGY (US)
- The Future of Storytelling - IVERSITY
- Digital Marketing - OPENCLASSROOMS
- Currently getting familiar with the Growth Hacking mindset and tools