



Pierre MONGODIN

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Brand Manager Assistant at **Ubisoft**, with experience at **Nintendo** and **Bandai Namco**
Available in August, I am excited to bring my skills for **Marketing Positions**.

Experience

UBISOFT

Paris (France)

Brand Manager Assistant

January – June 2025

- Created the global Marketing strategy for the **Skull and Bones** and **Riders Republic** brands
- Coordinated assets deliveries between the teams: Web, social media, content creators and CRM
- Participated in marketing creative management: assets creation briefs, feedback, localization, and sharing with internal and external agencies
- Coordinated season launch events with local teams: distribution of pulse point plans within strict timing
- Ensured the delivery of content marketing beats between Annecy and Singapore studios and the global publishing with a player-centric approach (listening the community)

NINTENDO OF EUROPE

Frankfurt (Germany)

Distributor Marketing Support Intern

July 2024 – December 2024

- Coordinated the creation of advertisements (online/TV trailers, print, social media) for Nintendo games (**The Legend of Zelda: Echoes of Wisdom**, **Mario Party Jamboree**, **Mario Kart 8 Deluxe** and more)
- Developed Brand Marketing and PR plans for 5 major products launches (media previews and reviews)
- Ensured perfect quality and in-time execution of the marketing strategy across 28 EMEA countries
- Collaborated with 6 external distributor partners for 12+ Nintendo franchises and physical products (assets creation, feedback, localization and final approval)

BANDAI NAMCO EUROPE

Lyon (France)

Channel Marketing Assistant

July 2023 – January 2024

- Coordinated trailers and assets deliveries to the 3 first parties (Microsoft, Sony and Nintendo)
- Collaborated with a team of 8 product managers to promote over 20 games and IPs on YouTube and blogs (Xbox Wire) mainly on **TEKKEN 8** (15+ trailers), but also **Little Nightmares**, **Naruto** and **Dragon Ball** brands.
- Ensured asset delivery for major video game events (**EVO**, **GAMESCOM**)
- Covered visibility data reports on brand performance and launch marketing roadmap benchmarks

Education

Emlyon business school, master's degree in management, Programme Grande Ecole 2025

- **Master Thesis:** Conditions of success for a live service game: marketing and production issues
- Studied management with a focus on strategy and marketing for the Creative Industries
- Specialized courses in strategic marketing, brand management, and communication

Panthéon Sorbonne - Paris 1 University, bachelor's degree in fine arts 2024

- Studied Fine Arts at the University of Paris 1 Panthéon-Sorbonne alongside my business school studies, with intensive practice in visual creation (drawing and painting)

Chateaubriand Preparatory Class / Rennes 2, bachelor's degree in applied mathematics 2021

- Studied Mathematics, humanities and languages for entrance exams to business schools
- Graduated at the same time in Mathematics and Computing Applied to Social Sciences (MIASHS)

Skills and Interests

- **Technical skills:** Jira, Microsoft 365 (Excel VBA, PowerPoint), Adobe CC (Photoshop, Illustrator, Premiere Pro), Assets Managements tools (Cloudinary, Canopy, SharePoint)
- **Language:** French (Native speaker), English (Fluent), Chinese (Intermediate), German (Beginner)
- **Interests:** Science-Fiction Writing, Drawing and Swimming
- **Games:** Minecraft, League of Legends, Wild Rift, Paladins, Tekken 8 and Far Cry

Want to see more? I created for you a Spontaneous Study Case on how I would have launched the 2XKO brand for Riot Games in France: [here](#).