



Pierre Mongodin – Junior Marketing & Publishing Specialist

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Aspiring junior marketing professional with experience at Ubisoft, Nintendo and Bandai Namco
I am excited to bring my skills to Marketing positions in the Creative Industries

Experience

UBISOFT

Brand Manager Assistant

Paris, France

January 2025 – June 2025

- Created the global marketing roadmaps for the **Skull and Bones** and **Riders Republic** brands
- Coordinated collaboration between Annecy and Singapore Studios and Ubisoft Global Publishing
- Wrote 50+ Social Media Posts for each brands and worked closely with the 3 Community Developers
- Managed marketing creatives: asset creation briefs, feedback loops, localization and sharing with 4 internal and external agencies (statics, trailers, stream events, banners, articles)
- Delivered 50+ major assets to the teams: web, social media, storefronts, content creators and CRM
- Shipped 4 game seasons with local teams: implementation of pulse point strategy on a tight schedule

NINTENDO OF EUROPE

Distributor Marketing Support Intern

Frankfurt, Germany

July 2024 – December 2024

- Coordinated production of multi-channel advertisements (TV, trailers, print, social media) for flagship titles including **The Legend of Zelda: Echoes of Wisdom**, **Mario Party Jamboree** and **Mario Kart 8 Deluxe**
- Developed Brand Marketing and PR plans for 5+ major products launches (media previews and reviews)
- Ensured high-quality and in-time execution generating 10.4 million views across 28 EMEA countries
- Collaborated with 6 external distributor partners for 12+ Nintendo franchises and physical products (assets creation, feedback, localization and final approval) and communicated the PR and Marketing decisions

BANDAI NAMCO EUROPE

Channel Marketing Assistant

Lyon, France

July 2023 – January 2024

- Coordinated trailer and asset deliveries to the 3 first parties (Microsoft, Sony and Nintendo) for key franchises including **Tekken 8**, **Little Nightmares III**, **Naruto Ultimate Ninja Storm** and **Dragon Ball Fighter Z**
- Collaborated with a team of 8 product managers to promote 20+ games and IPs on YouTube and articles
- Ensured asset high-quality and localization in 8 EMEA languages for major video game events (**EVO**, **GAMESCOM**)
- Produced visibility 6 monthly data reports on brand performances and 2 roadmap benchmarks

Education

Emlyon business school

Master's degree in management

Lyon, France

2021-2025

Master Thesis: *Conditions of success for a live service game: publishing and production challenges* [[Available here in French](#)]

- Studied Business administration, data analysis, marketing and strategy with a focus on Creative Industries

Panthéon Sorbonne - Paris 1 University

Bachelor's degree in fine arts

Paris, France

2022-2024

- Studied Fine Arts alongside my business school studies and practiced intensive visual creation (book available [here](#))

Chateaubriand Preparatory Class - Rennes 2 University

Preparatory Classes and bachelor's degree in applied mathematics (MIASH)

Rennes, France

2018-2021

- Studied Mathematics, humanities and languages for entrance exams to business schools

Skills and Interests

- **Technical:** Jira, Microsoft 365 (Excel, PowerPoint, Word), Adobe CC (Photoshop, Illustrator, Premiere Pro), Digital Asset Management tools (Cloudinary, Canopy, SharePoint), Social Media tools (Buffer, Sprinklr)
- **Soft skills:** autonomy, time management, effective communication, attention to detail, community focus
- **Language:** French (Native), English (Fluent, TOEIC Score: 965/990), Chinese (Intermediate), German (beginner)
- **Interests:** Science-Fiction Writing (participated in several short stories contests [here](#)), Drawing and Swimming
- **Favorite Games:** *Minecraft*, *League of Legends*, *Cyberpunk 2077*, *Tekken 8*, *Assassin's Creed Shadows* and *Far Cry 5*

Further resources: marketing case studies, creative materials and performance reviews [here](#)