



Flavie GUILLARD

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À propos

10 ans d'expérience en marketing B2B au sein d'entreprises en transformation. À l'aise dans tous les types d'industries.

J'ai un état d'esprit growth marketing et proche des objectifs macro. Expérience avérée en tant que manager et dans le développement de stratégies marketing internationales.

J'agis sur l'ensemble du cycle de vente, y compris aider les commerciaux à closer plus facilement. J'ai par exemple permis à une société de multiplier par 7 le taux de conversion sur trois ans en mettant en pratique les acquis de ma formation en Growth Marketing.

Éducation

EDHEC Business School

Master of Sciences
Creative business (2017)

EDHEC Business School

Bachelor in Marketing (2016)

Manhattan Institute of Management

Bachelor in International Management (2014)

Compétences

Sales enablement et conduite du changement

Growth : certification Growth Tribe

SEA : certification Google Adwords

CRM : Salesforce, Hubspot,...10+

Événements : 80+ B2B et internes

Langues : français natif, anglais professionnel

Key experiences

2024

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now

Marketing Manager (CDI) | Ariane Group

Mise en place d'une stratégie ABM sur des opportunités > 100 M€

- Conduite du changement processus, formations outils et nouveaux contenus ; sales enablement
- Refonte de la proposition de valeur et de la stratégie de tarification, battle cards, account plans, mapping,...
- Stratégie ABM pour augmenter la fidélisation de +30%

2021

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2023

Marketing Director France & Benelux (CDI) | Planet

Management d'une équipe ; Head of Marketing Proximis

- Pilotage des programmes de génération de leads
- Accélération du pipeline de 35% avec des événements VIP et création de contenus engageants pour le commerce
- Co-marketing partenariats, Programme de référencement et gestion des relations presse : +200 retombées presse grâce une seule campagne 360°
- Conduite du changement avec un siège au Codir France & Benelux (9 acquisitions sur 2 ans ; 3 000 collaborateurs)

2018

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2021

Marketing Manager (CDI) | DiliTrust

Certifiée en growth marketing ; Experte en logiciels juridiques

- Gestion des événements et partenariats EMEA avec suivi des KPI, augmentation de l'engagement de 150 %
- Mise en place du programme de nurturing
- Pilotage de la stratégie SEO/SEA du groupe
- Refonte complète de l'offre produit (rebranding)

2017

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2017

Events Manager (CDD) | Havas

Spécialisée en contenu pour les événements d'entreprise

- Profilage, gestion des panels, entretiens, édition de contenu, coordination sur site, gestion de 70 intervenants de renom sur un événement londonien à 6 M€ de budget

2015

–

2017

Events Manager (stage + interim) | GL events

Assistante du Directeur projets (stage 6 mois puis intérim)

- Organisation de 5 salons (+10 000 visiteurs chacun)

2014

–

2015

Marketing Manager (stage) | Carte Financement

Responsable marketing et communication pour 2 entités

- Création de contenu (plus de 100 articles)



marketing **portfolio**

By Flavie Guillard

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Wondering what I could actually bring to your business? Discover some of my expertise in the following pages.

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- 10** BRANDING & PR
- 11** WAY OF WORKING & VISION

introducing about me

A decade of transforming B2B marketing in fast-changing industries.

I thrive in environments where businesses undergo major transformations—whether through mergers, pivots, or rapid scaling.

I specialize in turning market shifts and business transformations into opportunities, ensuring that marketing doesn't just adapt, but actively shapes the company's direction, working hand in hand with sales to maximize impact.

Additionally, I have extensive experience in managing and mentoring marketing teams, helping them elevate their expertise and drive meaningful results.



Flavie Guillard

education & career

My international education shaped both my strategic mindset and my ability to manage cross-cultural teams. **Studying in New York** was a defining experience, exposing me to world-class professors from Harvard and the opportunity to collaborate with their students on real-world business simulations.

I pursued my undergraduate **studies at EDHEC** BBA, ranked No.1 nationally at the time of my graduation ; and ended my studies with the Master from EDHEC. Excelling in marketing, I was honored to be on the Dean's List of Excellence, ranking among the top 20 students out of 800.

Joining event agencies like Havas and GL Events was a true school of resilience and adaptability. Working under pressure, managing high-stakes projects, and delivering results in fast-paced environments became second nature. But it was within tech companies that my passion for strategic marketing truly flourished.

One of my most intense learning experiences was as **Marketing Director for a 3,000-employee company that acquired 9 businesses in just two years.** Navigating mergers, cultural integration, brand alignment, and new go-to-market strategies in such a dynamic environment was both challenging and exhilarating. The pace of change accelerated learning, reinforcing my ability to drive marketing strategies that adapt, scale, and deliver measurable impact.

I firmly believe that the best marketers aren't industry specialists, but strategic thinkers who leverage fresh perspectives. **Growth marketing success comes from adapting best practices across industries.**

revenue and product strategy

Transforming Business Models for Growth

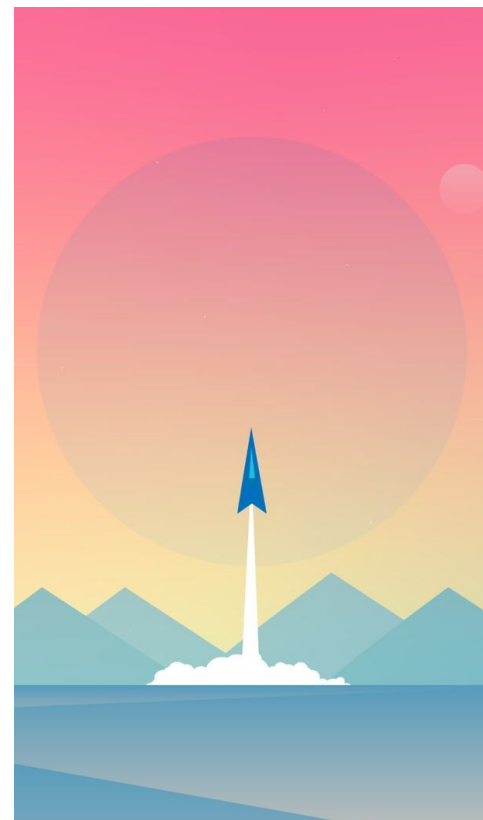
Maximizing revenue isn't about selling more—it's about selling smarter. I specialize in uncovering hidden revenue streams, optimizing business models, and aligning go-to-market strategies for sustainable growth.

Optimizing Existing Revenue Streams – By restructuring a standalone product, I doubled its price by repositioning its value and aligning added-value services.

Go-to-Market impact – A SaaS product was doomed to be abandoned by the sales team. By refining the positioning, pricing, and sales strategy, I secured a high revenue increase without any R&D costs. Working in this company over 3 years, I have seen the conversion rate of MQLs to closed-won deals increasing by 7x.

Upsell. cross-sell, partnerships, added-value services...

What untapped revenue could your business unlock? Let's find out.



sales enablement

Drive performance for sales leaders

Sales Enablement is about providing salespeople with the right tools, the right processes and the right content. It is about removing friction so sales teams can sell smarter, not harder. This goes hand in hand with the culture of change.

Streamlined lead management cut sales cycles significantly, especially if you improve approval and reporting processes to free reps from admin overload. Having worked with 10+ CRMs, I optimize systems to boost pipeline visibility and efficiency. Tailored sales playbooks, case studies, and pitch decks turn prospects into buyers.

The best sales strategy is the one that removes obstacles, not adds them. I can help you with that.

01

PROCESSES

Efficiency fuels
impact

02

TOOLS

Tech empowers
strategy

03

CONTENT

Storytelling drives
conversion

field marketing

The 'Wow' Factor That Converts

Field marketing isn't just about event. It's about strategic touchpoints that drive engagement and revenue.

Lead Generation: ABM campaigns and VIP events are able to deliver high ROI, turning prospects into long-term clients.

Retention & Upsell: Automation and personalized experiences to increase customer lifetime value, strengthening key accounts.

No SEA budget? Focus on SEO first. Done right, it slashes CPL by 50% while boosting organic growth.

Invest where impact is highest. Your pipeline tells you where to focus. **What are your business objectives?**



SEO + SEA = unity is strenght

events

80+
events mastered



Tradeshows, client workshops, VIP events,
Roundtables, Conferences, One to one
meetings, Virtual shows, Internal seminars,...

With over 80 events executed - including client workshops, VIP evenings, B2B trade shows, conventions, and internal seminars - I have crafted experiences that foster engagement and drive conversions. One of my most successful events was preparing our participation to a high-level B2B summit in a record time, bringing together 500+ decision-makers. The result? A 12% increase in pipeline deals, and signatures in the year that have reimbursed 10 times the participation. Are you struggling to calculate the ROI of an event yourself? I'd be happy to show you how.

My most memorable event I participated in was a managers convention with a €6 million budget. Taking care of 70 high-profile speakers from around the world, I was responsible for co-creating their content, overseeing logistics, and handling public relations. The speakers called me "Nanny". With barely any time for sleep, I ensured everything ran flawlessly for them.

content

"Today, no one knows how to write without AI." Wrong.

AI assists, but creativity wins. Great content connects, persuades, and converts. Content marketing has evolved far beyond SEO alone. Today's best strategies blend storytelling, video content, interactive media, personalization, and data-driven insights to engage audiences across diverse platforms. I incorporate all these elements to create holistic content plans that resonate and convert.

For example, a comprehensive content strategy I developed for a SaaS employer increased organic traffic by 200%, with some blog articles ranking #1 for high-intent keywords. Beyond SEO, we integrated thought leadership articles, customer success stories, and multimedia content, resulting in a 30% uplift in engagement rates.

Content isn't just about keywords. It's about stories that sell.

Let's craft yours.

Secret about myself: I am currently writing a novel, which sharpens my storytelling skills and enhances my creative expression.

Data-driven insights

SEO strategy

Branding

Storytelling



branding & PR



Making headlines, not just paying for them

Hiring a PR agency without understanding the media landscape is like using AI for generic content.

I spearheaded a campaign that secured 200+ media mentions, including TV, radio, and high-profile CEO retweets. The result? A 5x increase in brand authority and a spike in inbound leads.

Ready to buzz for both branding and sales revenue?

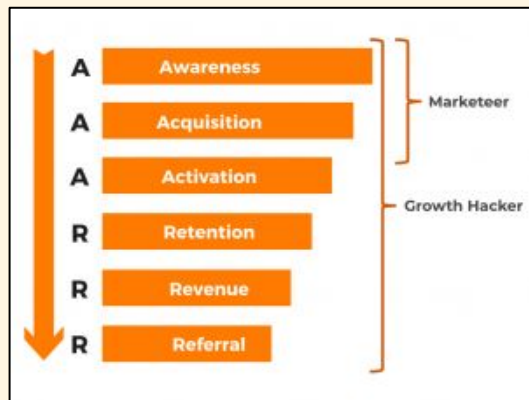
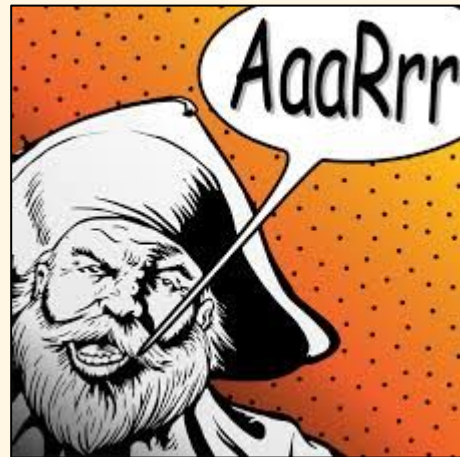
way of working

Following the pirate funnel

I believe Marketing isn't just about visibility; it's about impact. The AAARRR framework - Awareness, Acquisition, Activation, Retention, Revenue, and Referral - guides my strategic approach to ensure sustainable growth. I build marketing strategies that don't just generate leads but nurture them into loyal customers.

Execution matters. I apply agile methodologies to move fast, iterate, and scale what works. Prioritizing quick wins and clear communication, I empower teams to stay aligned, adapt to change, and deliver high-impact results—fast.

The Pirate Funnel isn't just a framework. It's a mindset. Every stage is an opportunity to create lasting impact, from first touchpoint to long-term advocacy.



vision

Aligning Sales & Marketing for Growth

Sales and marketing are business partners. True growth happens when both work in sync, aligning strategies, data, and execution to drive revenue, not just leads.

From pipeline acceleration to account expansion, my approach connects marketing insights to sales execution, bridging the gap between strategy and results.

By implementing revenue-driven strategies and precise reporting, I have helped companies optimize their go-to-market strategies.

Want me to join your team? Let's discuss your vision first.



Sales + marketing = unity is strenght

Stay in touch



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