

Coordonnées

www.linkedin.com/in/mailys-mas
(LinkedIn)

Principales compétences

Business Growth Strategies
Supplier Negotiation
Contract Negotiation

Languages

English (Native or Bilingual)
French (Native or Bilingual)
Spanish (Limited Working)
Korean (Elementary)

Certifications

Formation au management SpineUp

Mailys Mas

Head of Marketing @Hopae
Séoul, Corée du Sud

Résumé

7+ years of experience in building and leading marketing and business teams, driving community growth with a sharp focus on data-driven behavioral insights to shape impactful Go-To-Market (GTM) strategies. My approach blends pragmatism, psychology, creativity, and analytics to align teams and craft comprehensive strategies that uniquely address each brand, market, and customer.

Inspired by world dynamics and global trends, I moved from Paris to Seoul, to discover a new, and very exciting, market.

My specialties: Strategic Leadership | Multichannel Marketing | GTM | Business Growth | Negotiation | Market Research | Data Analysis | Storytelling | Cross-functional collaboration | Innovation | Project Management | Customer Journey Analytics

Expérience

Hopae

Head of Marketing

novembre 2024 - Present (1 an 1 mois)

Seoul, South Korea

Adriel

Senior Growth & GTM Manager

octobre 2023 - octobre 2024 (1 an 1 mois)

Seoul, South Korea

- Successfully launched AdGen AI by Adriel, the AI-powered ad generator:
2nd Product of the Day on Product Hunt

Acquisition rate increased x10, Conversion rate increased by x5

- GTM Strategy based on Customer Needs:

Build a comprehensive and collaborative GTM plan and assign responsibilities to different teams

Run FGI and deliver results to influence product development

Align marketing initiatives based on Customer Insights

- ABM

- Market Research:

Community-Centric: Penetrate marketer communities to understand their needs and pain points

Deliver results to the top-management team to influence strategic directions

Visibrain

6 ans 7 mois

Head of Marketing

décembre 2018 - septembre 2023 (4 ans 10 mois)

- Created and drove marketing strategy & team management
- Collaborated with all departments & evangelized teams on product updates
- Crafted and drove digital marketing campaigns (paid, owned, earned)
- Created and developed marketing automation and nurturing strategy to boost sales
- Lead generation: global content strategy (white papers, blog, case studies... <https://www.visibrain.com/fr/ressources>) to nurture sales pipeline (+100% leads generated each year)
- Awareness: partnerships management & media relations to increase company visibility and authority
- Market and competitor analysis to benchmark and identify new features
- Built efficient and creative go-to-market strategies to launch new products/features
- Built convincing pitches to tell our story, or present convincing use cases with famous brands => SNCF, Carrefour, Bouygues Telecom,
- CRM setup and management: create and deploy the strategy (mailing list segmentation, workflows based on contacts' lifecycle stage and behaviors, direct email marketing campaign)

Marketing Manager

mars 2017 - décembre 2018 (1 an 10 mois)

Région de Paris, France

- Field marketing management
- Raised awareness: increased press coverage by 300% & followers by 200% (creation of the media strategy for French market and influencer partnerships development)
- Creation and management of global marketing campaigns to attract new users (+100% leads each year)
- Expert in social media platforms (TikTok, Twitter, Instagram, Facebook and YouTube)

- Content production: blog, case studies, white papers...
- Event: organized conferences and webinars (1000+ participants), business meetings, fairs, PR conferences...
- Analyze data & KPIs for monthly & annual reporting to plan actions

bureau de presse Pascale Venot

PR Junior

mai 2016 - janvier 2017 (9 mois)

Région de Paris, France

Customer references : Sushi Shop, Rocco Forte Hotels, Lov Hotel Collection (Palace Les Airlles, Palace La Bastide de Gordes...), Relais & Châteaux Corporate, Chef étoilé Edouard Loubet, Café Pouchkine, Caviar Sturia, Wonderbox.

- Helped clients building their PR strategy
- Designed influence campaigns
- KPIs reporting (weekly and monthly)
- Built press supports (press release, press kit...)
- Organized interviews
- Events: new offer launches, influencers events, press conferences

France Liqueurs Distribution

Marketing and communication junior

mars 2015 - septembre 2015 (7 mois)

Bordeaux

- Creation of communication department
- Built the social networks strategy
- Improved the process between sales and marketing departments
- Events (product launches, new collaborations...)
- Managed the design agency: creative content, POS...
- Set up PR strategy and database (press release, interviews...)

Domaines François Lurton

Communication and PR officer

mars 2014 - août 2014 (6 mois)

Région de Bordeaux, France

- Partnership development
- Designed digital campaigns
- Internal communication (team building, events, internal newsletters in French, Spanish and English)

- PR: sent samples to journalists and contests, monitored KPIs and reports
- Events: organization of the annual team building day (100 people), private parties, press trips...

European Homes

Communication Officer

avril 2013 - juin 2013 (3 mois)

Région de Rennes, France

BDE IUT de Saint-Malo

Association Loi 1901 : Bureau des Etudiants - En charge du pôle communication

avril 2011 - avril 2012 (1 an 1 mois)

Région de Saint-Malo, France

- Événementiel : (journée d'intégration, journée sport, voyage au ski, soirées à thèmes...)
- Promotion de l'IUT pendant les portes ouvertes afin d'attirer de nouveaux étudiants
- Développement de partenariats locaux (BNP paribas, intersport...)
- Communication interne et externe
- Community Management

Formation

Soongsil University

Korean Studies · (août 2023 - septembre 2023)

INSEEC

Master of Business Administration (M.B.A.), Management & Marketing of Wines and Spirits - Campus of London · (2015 - 2016)

INSEEC

Master of Business Administration (M.B.A.), Management and Marketing of Wines & Spirits - 100% IN ENGLISH · (2014 - 2015)

OMNES Education

Bachelor International Wine Institute, Wine & Spirit commercialisation · (2013 - 2014)

IUT de Saint-Malo

Business/Administration Management Degree specializing in Small and Mid-sized business, Business Administration and Management, General · (2011 - 2013)