

MATÉO CARRÉ

VIDEO GAME PRODUCER

Student in Bachelor **Video Game Management & Marketing**
Gaming Business School | Gaming Campus | Lyon

Jack of all trades, I never stop learning. Passionate about **project management and video games**, I am interested in every aspect of game creation, which allows me to understand any issue a team is facing. I believe **a project manager must be a facilitator** and I try to apply this mantra on a daily basis. I dream of **becoming a creator** rather than just a player.

INFORMATIONS

✉ mateocarre7@outlook.fr

☎ +33 7 69 31 49 80

📍 Lyon, France | **Open to move**

EXPERIENCES

Marketing Associate - 3dverse 2023 MONTREAL

Worked closely with the communication and marketing director to support her in her many daily tasks. Definition of a **communication strategy** for the launch of a new product / creation of a 3-month **editorial calendar** / participation in B2B trade shows / content creation / collaboration with AWS and LVMH.

Co-founder & CEO - Blimp 2022 - NOW LYON

Creation and development of a music production agency. Blimp aims to **produce narrative music** - music that tells a story - for creative companies. As co-founder and CEO, my missions are extremely diverse and varied: branding, project management, customer relationship, etc. **Everything the company needs.**

📌 After **2 years of activity**, Blimp it's: 100+ completed projects, 80 different clients, a satisfaction rate of 100% and a profitable company from year one.

Project Manager - Oceanographic Museum 2023 MONACO

Proposal of an innovative project from idea to prototype with Adstoria: concept test / complete market study / segmentation / competitors benchmark / mix-marketing (4P). To produce a MVP, **I led a team of 17 people for 3 months**, which resulted in the creation of a community ocean protection platform that I pitched in front of 200 people.

FORMATION

2021 - 2023 LYON

Gaming Business School

Video Game Management & Business Bachelor

2023 REMOTE

Harvard Online

Technology Entrepreneurship: Lab to Market

2021 REMOTE

Cambridge Education

Cambridge C1 Certification

PROJECTS

+50 projects such as

Production of a Mobile Game **Ubisoft with M. Da Costa**

Creation of a mobile game from concept to release on Play Store and App Store. **Management of a team of 20 people** using agile methodology / recruitment of artists and developers / budget planning. Game in production, we plan to publish the game within 2 months.

Agile Project Management in Video Games **Ubisoft with C. Popa**

Implementation of agile project management adapted to the production of a video game on Jira. Creation of project monitoring dashboards / numbers-based decision making / creation of product backlogs.

Innovation Marketing **Equalia**

Response to the call for innovative projects from the Equalia aquatic center management group. Management of a team of 4 people / complete market study / competitors benchmark / pitch to customers.

LANGUAGES

French | Native

English | C1

German | B2

HARD & SOFT SKILLS

Office/Google Suite

Notion/Jira/Trello

Adobe Creative Suite

Figma/UX & UI

Excel & Data Analysis

✓ Fast Learner

✓ Teamwork

✓ Creative

✓ Agile Project Management

✓ Committed & Organized

WEBSITE



mateocarre.fr