

ACE MAMUN

18+ YEAR HOLISTIC AWARDED COMMUNICATIONS, COMMUNITY & CULTURE EXPERT



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Open to: Long-term collaboration/roles.
TEDx Talk www.acemamun.com/ted

Globally-experienced entrepreneurial leader with expertise across **marketing, creative, digital, advanced AI strategy, brand, advertising, community, media, communications, growth, events, thought leadership** and more. Passionate about telling compelling stories that create impact. Delivered success at the world's most beloved brands to aspiring start-ups; led bootstrapped to multi-million-dollar budgets, record 80:1 ROI, 10x community growth.



INTERNATIONAL PROFILE

Experience:

EMEA, APAC, Americas, Global.

- English (nat), French
- Spanish, Italian
- German



EXPANSIVE CAREER

Head of International Marketing & Events

JobTeaser Paris, France / 2022-2025

Headed 360 B2C/B2B multilingual marketing expansion, positioning and events across Europe for region's largest career guidance/university network, employer branding/recruitment platform, with over 5 million members.

Sr. Brand, Creative, Marketing Manager

Noritake 2012-2014

Led brand, marketing, trade, eCom for a Royal Family luxury homeware brand, with 40% audience & 800% database growth.

Director of Brand, Marketing & Digital

Marriott International

Sydney, Australia / 2017-2022

Directed multi-million integrated B2C&B strategy for multiple hotels, luxury brands, dining venues, world's largest loyalty program. Record 80:1 ROI and awarded campaigns.

Marketing Manager

Australian Biologics 2010-2012

Defined B2B/B2C customer marketing, product strategy, go-to-market, digital retail, brand. Revamped all digital and 2x'd online bookings.

Head of Marketing & Strategy

Twenty One Agency / Zoo Group

Sydney, Australia / 2014-2017

Developed and implemented marketing strategy and campaigns with 10 million+ impressions and results for brands such as Unilever, Cadbury, Lenovo, Nespresso, Expedia and more.

Event & Media Promotions

Executive AMBER 2006-2009

Conceptualised, organised, and promoted 400+ activations, and over 500,000 attendees. Incl. for Formula 1, Gucci, Snoop Dogg, and more.

+ CONSULTING & OTHER WORK

Director, Marketing & Publicity

Paramount Simon & Schuster

2022 Transition - Directed marketing, publicity, brand, digital, media/PR, social strategy of one of the world's largest publishing houses.

Founder & Director

Culture Vitale

Ground-up development of 2,000+ culture experts and corporate wellness network. And thought leadership group Chamber of Work & Culture.

Creative Director

Australian Fashion Guide

Multiple Periods
Led creative at previously one of Australia's most popular fashion and style publications and groups.

Marketing & Digital Manager

One Cent Flights

Crafted with founders the brand, marketing, PR, digital strategy, growth of travel start-up from <10k to 350k users in two years.



BROAD SKILLS & TRAINING

Management: Team & stakeholder leadership, campaign/project, product.

Comms Strategy: 360 marketing, advertising, content, PR, media, brand.

Engagement: Community, activations events, loyalty, retention, monetization.

Growth: Sales enablement. B2C customer growth, business strategy, partnerships.

Creative: Creative direction, branding, identity, AV production/shoots.

Digital: Social, UX,web/eCommerce strat, AI, analytics, performance optimization.

EDUCATION

Master of Business Administration (MBA)

Australian Institute of Management

FORMAL TRAINING

Artificial Intelligence, Project Management, Mental Health Leadership, Google & Adobe, Creative Direction, Photography, Crisis Comms., Media.



COMMUNITY (MEMBER & HOST)

InterNations: 5+ million expat network.
Mensa: Member (145 tested IQ).



Speaker - International (8 countries).
Artist - Globally exhibited.
Author - The 3 Cs of Creating Change.



OTHER PROJECTS

The Plus Ones

Cofounded awarded cultural publication (100+ contributors).

The Socialites

Grew 100k member cultural/events network (1,000+ events).

Hormur

Partner, advisor: region's fastest-growing arts experiences network.

▼ SCROLL FOR FULL WORK HISTORY

DETAILED WORK HISTORY

JobTeaser | <https://corporate.jobteaser.com> | <https://www.jobteaser.com>

Head of International Marketing & Events | Speaker

Paris, 2022 - 2025

Europe's largest future-of-work observatory, employer branding/recruitment, career guidance, and university network.

- Led B2C and B2B marketing across 25 countries in Europe
- Directed acquisition and engagement strategy for over 5 million members (incl. app and website)
- Led team across multiple European countries, as well as agencies and consultants
- Created and led multiple Advisory Boards for thought leadership with Fortune 500 and top educational groups
- Led Europe's largest future-of-work talent guidance summit for its 3 most successful editions in 15 years
- Develop AI integration from strategy to execution - content, lifecycle, product, reporting, research, strategy
- Develop broadcast production and original research ft. in-house production house and agencies (millions of views, hundreds of press clippings)
- Lead thought leadership via sponsored and own events and delivering talks in 8+ countries to upwards of 5,000 events
- Develop partnerships with LVMH, Christian Dior, Airbus, Disney, Copenhagen Business School, SciencePo
- Lead transnational strategy and implementation with matrix team of over 20 across Europe
- Head extensive multilingual content strategy across Europe in both B2B (incl. ABM) and B2C
- Manage multi-million international budget/strategy for advertising, PR, content, activations, partnerships
- Led end-to-end branding expertise from employer branding to corporate branding, to consumer
- Led successful comms projects with product, sales, HR, finance, and legal departments
- Own international growth incl. 2x B2B demand generation and B2C acquisition programs

Paramount Global - Simon & Schuster | www.paramount.com/brand/simon-schuster

Regional Director of Marketing & Publicity (Temporary Contract)

Sydney, 2022 (*Transition before France*)

Temporary contract role - One of the world's preeminent publishing media houses (before moving back to France).

- Directed marketing, publicity, brand, digital, media of one of the world's largest publishing houses.
- Led launches and promotions of 100+ of the world's most iconic books as well as subsequent audiobooks, TV series and more, incl. TikTok's biggest sensation
- Led large team of PR, marketing, agencies, as well as complete creative department
- Developed major partnerships with TV, labels (eg. Sony) and celebrities (eg. Seinfeld)
- Crafted multi-million-dollar holistic marketing budgets across paid, TV, OOH, PR, print, social

Titles include: Britney Spears, How to Win Friends and Influence People, Steve Jobs, Stephen King series, Dalai Lama, Fahrenheit 451, The Great Gatsby, Brokeback Mountain, Bob Dylan, Anatomy of a Scandal.

Marriott International | www.marriott.com

Director of Brand, Marketing, Digital - B2B & B2C

Sydney, 2017 - 2022

World's largest luxury hotels group.

- Led cluster marketing leadership and major launch of hotels, events, new awarded dining venues
- Led all brand and digital strategies and initiatives incl. marketing to and across EMEA, US, Asia.
- Directed annual budget management of high ROI seven figure global marketing plan/strategy
- Led strategic direction of media/public relations, traditional/digital communications, events/activations
- Delivered of 40:1 ROAS on omni-channel/integrated advertising (incl. native)
- Developed robust CX and social media strategy w/ up to 10x growth (Facebook, Twitter, Instagram)
- Led corporate affairs and strategic communications, global internal stakeholder management
- Led development of viral creative, branding, year-wide proportional photography and video content strategy
- Procured agencies, suppliers, vendors; major project management
- Developed major cultural partnerships including TED and multi-city festivals
- Developed 35:1 ROI B2B/corporate marketing programs (incl. LinkedIn demand generation)
- Managed e-Commerce and complete web presence redesigns
- Directed product development of most successful packages via market analysis using analytics tools
- Enabled deployment of the 120 million member Marriott Bonvoy program

Twenty One Media / Zoo Group Agency | <https://www.zoogroup.com>

Head of Marketing Strategy

Sydney, 2014 - 2017

A diversified multi-award-winning advertising agency group.

- Developed and executed hands-on advertising and communication strategies
- Led media buying strategy, performance optimisation and data analytics
- Led end-to-end project delivery, storytelling, creative strategy/production for integrated campaigns
- Managed SEM/SEO, organic and paid social (incl. LinkedIn, Facebook, Instagram, YouTube) OOH, broadcast (TVC, radio), EDM (eg. Mailchimp), native, and BTL campaigns
- Managed cross-functional team. Development of collaborative cross-agency relationships
- Provided expert guidance client acquisition/sales, contract negotiation, account direction.
- Derived insights from market intelligence, incl. report writing and presentation of key metrics and KPI

Key clients have included: TAFE (higher education), Unilever ft. Zoo Group (viral regional campaign), Infiniti Cars, General Pants Co., Big W, Lenovo, Homelessness Australia, Career One.

Noritake Homeware | www.noritake.com.au
Senior Brand, Creative & Marketing Manager

Sydney, 2012-2014

A global Japanese luxury homeware brand used by royalty, launched in 1904.

- Redesigned of B2B marketing protocols and customer acquisition program
- Led 800% growth in B2C customer base and 10x social media growth
- Led product positioning and product strategy (incl. go-to-market strategy and digital retail)
- Directed and modernised all brand strategy and creative incl. design, advertisement, photography
- Delivered performance improvement across all channels: (i) online marketing (incl. search, social media marketing, email marketing, affiliate marketing), (ii) creative marketing automation systems, (iii) direct response, (iii) print incl. direct marketing/direct mail
- Led record brand partnerships (incl. Marc Newson, Qantas Airlines) and agency management
- Led change management incl. complete revamp of customer-facing digital presence

One Cent Group (Travel eCommerce Platform and Agency)

Digital Operations & Marketing Manager

Melbourne, 2010-2012

A [travel eCommerce B2C platform and B2B agency](#) driving travel retail and eCommerce through incentivization and gamification. Was acquired for its IP.

- Managed 350k user acquisition; email database growth and segmentation
- Drove business model transformation (pay-to-play > rewards) leading to successful VC rounds
- Integrated lifecycle engagement, customer retention programs via CRM/CMS (Salesforce, HubSpot)
- Built monetization, value proposition, international merchandising and product marketing strategy
- Planned \$1mil+ integrated marketing campaigns and consumer marketing budget
- Developed complete brand equity, creative, UX and digital content strategy direction
- Headed seven-figure travel portfolio product development, researching, ideation, and pricing
- Managed policies and governance logistics, i.e. statutory and legislation/legal compliance
- Marketing leadership across major partners, performance marketing, digital marketing - social (Hootsuite), search (SEO/SEM), PR, OOH, mobile and digital advertising
- Hosted qualitative/quantitative market research, competitive analysis
- Derived ARPU and LTV insights, testing, data analysis (incl. Tableau, Excel, and suites)
- Headed complete data and web management, end-user optimisation
- Managed IT agency and team oversight for agile and waterfall development of digital products
- Designed and executed B2B SaaS vertical growth strategy

Australian Fashion Guide

Creative Director (Contract, Consulting)

Melbourne, 2009-2010

One of Australia's preeminent [fashion magazine/portal](#) chronicling domestic and international fashion, events, industry trends.

- Designed brand guidelines, brand identity (incl. logos) and vision
- Developed multiple issues of seasonal AFG magazines and all brand marketing materials
- Executed graphic design of print and digital - advertising, brand awareness, and campaign creative
- Designed layouts, look books and the like for content marketing, digital media and website
- Executed photography and video production/editing of high volumes of high-quality fashion content

Amber

Events, Media & Marketing Executive

Melbourne, 2006-2009

Global event and hospitality venue group/[entertainment company](#)

- Managed strategic planning, promotion (social, PR, guerilla, ATL, BTL) of 400+ events & performances
- Led complete brand management and creative development and accountability
- Managed recruitment, coaching, performance management of 200+ multi-disciplinary team
- Led event management, booking major local/international entertainers, influencers, promoters
- Forged and leveraged key industry alliances and strategic marketing partnerships

- EDUCATION & OTHER EXPERIENCE - NEXT PAGE -

OTHER EXPERIENCE

InterNations Ambassador, Community manager (*Does not affect daytime availability.*)

World's largest professional and expat network with 8 million members in nearly 400 cities. I've managed and led community engagement in Australia and 5 Western European countries. Incl. regular networking events, partnerships, web community.

PERSONAL PROJECTS

Culture Vitale

Founder (Venture Build) | Brand Strategy, GTM, Growth & Digital - 2025/2026

- **Expert Network Development & Segmentation:** Built and curated a 1,500+ expert network across EU, Australia, USA and Asia - from awarded authors on leaderships to leaders of Queen Victoria's perfume house.
- **Brand & Positioning Strategy:** Developed brand strategy and premium international positioning at the intersection of culture, well-being, and development; defined messaging, tone-of-voice, and brand.
- **Product Marketing & Enablement:** Packaged the offer into scalable experiential formats (Doses, Sessions, Programs of Vitality) and created buyer-facing narratives and sales enablement for HR, L&D, leadership, and communication stakeholders.
- **Framework & AI Strategy Development:** Created framework and strategic AI infrastructure for vetting, segmentation, and matching to collaboration (/B2C) and enterprise buyer needs. AI content pipeline, mini-apps, web, design etc.
- **GTM Strategy:** Led multi-market GTM research (Europe, North America, APAC), defining ICP and a prioritisation approach for high-fit enterprise segments (e.g., consulting, luxury/beauty HQ, private equity).
- **B2B Community & Thought Leadership:** Founded the Chamber of Work & Culture, convening senior leaders across APAC, EMEA and the Americas from organisations including Novartis, McKinsey, OECD, Microsoft, and Springer Nature to build credibility and senior-level conversations.
- **Content & Media Production:** Launched the thought leadership ecosystem: Journal (magazine) with contributors such as Olympics Leadership Coaches, the world's only research Encyclopedia of Vitality tying cultural/wellbeing activities to workplace impact, and produced filmed interview series (editorial direction + production workflow).

TSPO (The Socialites / The Plus Ones)

Co-Founder, Head of Marketing - 2012-2022

A cultural group comprising a magazine and events agency.

- The Plus Ones global event and experiences publication - millions in reach and distribution.
- The Socialites 100k+ member network and activations group (social events, boutique festivals, charity fundraiser, product launches and more.)
- TSPO agency unique activations and content advertising campaigns for lifestyle-focused brands across the large to small business space.

Awarded City of Melbourne grant for most innovative publisher. Partners: Expedia, The School of Life, Cadbury, Melbourne Writers' Festival, Tyrrell's Wines, Logitech.

- Cultural and lifestyle editorial direction with 100+ freelance team and art direction of The Plus Ones magazine
- Securing major opportunities to collaborate, sponsorships and partnerships with 50+ agencies
- Development of business media kit and pitch with 40+ major client acquisitions
- Management of multi-disciplinary teams of event staff, performers, writers, creatives
- Lean growth/acquisition of approximately 100,000 email subscribers and members
- Creative direction of lifestyle photography and videography management, execution and editing
- Development of 1,000+ member creatives network and 500+ member influencer network
- Development of complex multi-channel awareness, acquisition/conversion campaigns (to grow a 100,000+ subscriber base) and to drive engagement and influence lifestyle audiences
- Management of strategic development, direction, all brand communications and creative
- Leadership of global community management across multiple continents
- Complete business management and digital product management
- Development of business insights and analytical, budgeting and sales forecasting
- Organization of diverse small to large consumer and media activation/events and promotion
- Leadership of web design and user/customer experience management

Good International Founder/Editor (*Crowdsourced management by volunteer team.*)

A not-for-profit group comprising a magazine delivering actionable and engaging web content to drive positive impact in society. An action group organizing activations to drive awareness and donations for issues incl. homelessness (Habitat for Humanity), cancer (Kids Cancer Project), justice, mental health, poverty, blindness.

- Recruitment and management of 50+ writers/volunteers across AU, EU, Americas, Asia
- Content and editorial calendar development. Design/creative direction of magazine
- Complete identity and web development (Wordpress, HTML etc.)
- Development of activations, fundraisers and campaigns to inspire change

EDUCATION & CERTIFICATION

Advanced 360 AI Expertise:

Artificial Intelligence (AI) Leadership Certification
Agentic AI incl. n8n, OpenClaw, MCP, custom VPS and Vector-based agent setups
AI Vibe Coding incl. Google Gemini Antigravity, OpenAI Codex, Claude, Cursor
AI research including Deep Research, NotebookLM, Perplexity
AI content generation strategies/workflows for images, video, audio, content. Incl. Veo, Kling, Eleven Labs, Whisper

Tertiary:

Master of Business Administration (MBA) - Innovation & Sustainability
Australian Institute of Management Business School

Digital:

Advanced Google Analytics Certificate
Google AdWords Certificate
Adobe Market Cloud overview training (*Adobe Campaign, Adobe Audience Manager, Adobe Experience Manager, Adobe Analytics*)
Hubspot overview and Hubspot Marketing Hub training

Creative:

MI Photography Certificate, Diploma of Interactive Media & Design (*incl. Adobe Creative Suite - Photoshop, InDesign, Premiere Pro*)

Other Project-Related Certification:

Applied Project Management & Agile Project Management Certificate, Crisis Communications Certificate

NFP: Non-Profit Essentials Certificate; Fundraising Strategy Certificate, Grant-Seeking Certificate

Other:

Accredited Mindfulness Practitioner Certificate, WSET (Certificate of Wine), TESOL English Teacher Certificate
CBT and NLP Certificate, First Aid (Certificat de sauveteur secouriste du travail)

Languages: English (native); French (professional level); Spanish (intermediate); Italian (beginner)

PERSONAL PROFILE

Mensa Member: Traditional Intelligence of 145 Total IQ score (top 1%)

RAIT Index	MAIN: Total Intelligence	Fluid Intelligence	Crystallised Intelligence	Quantitative Intelligence	Total Battery Intelligence
Standard Score	145	138	143	127	141
Percentile Rank	99.9	99.4	99.8	96.4	99.7

Process Communications Model: Broad Personality & Emotional Intelligence

Level	Top	Level 5	Level 4	Level 3	Level 2	Core
Personality Type	Imaginer (Creativity)	Persister (Phase Resilience)	Promoter	Thinker	Rebel	Harmonizer (Empathy Base)

Feedback from Collaborators:

As a Manager	As a Peer
<i>"Working under Ace's leadership was a truly transformative experience."</i> - Saule <i>"gave me the foundations for everything I know and my whole career"</i> - Liv	<i>"amazing people skills and I felt privileged working together with him"</i> - Ayla <i>"a modern-day Renaissance man."</i> - Theresa