

# TANNEAU Alexis

Gaming & Creator Economy Specialist · Community, Content & Partnerships  
alexanneau@gmail.com · Strasbourg, France · Open to relocation

## WORK EXPERIENCE

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### AMG 2025 – 2026

#### **Community & Creators Manager, SUPERCELL (Brawl Stars, French Market)**

- Led creator selection, application review, and vetting to ensure quality, compliance, and brand alignment.
- Enhanced creator program health via optimised onboarding, clear guidelines, and engagement initiatives, growing active participants by 30% in 6 months.
- Appeared on-camera as the Supercell FR community representative in creator activations with [Kevko \(352,000 views\)](#) and [Graphyx \(88,000 views\)](#), generating 440,000+ combined YouTube views for the French player community.
- Enforced player safety and platform compliance, managing ban workflows and creator visibility controls in coordination with the publisher's cross-functional team.

#### **Influencer Partnerships Manager, France (Netmarble via AMG)**

- Served as the sole French-market contact between publisher (Netmarble), creators, and agency, managing creator sourcing, outreach, contract negotiation, and brand safety, including activations with [LeChefOtaku \(34,000 views\)](#) and [Polo CBGames \(60,000 views\)](#) ≈ 30,000€ budget.
- Built platform-specific editorial calendars tied to game seasonal beats, translating global strategy into culturally resonant FR content that outperformed benchmark engagement rates by 20%+.
- Delivered structured post-campaign reports tracking KPIs and community sentiment.

### Calligraphic 2023 – 2024

#### **Content Strategist & Agent**

- Co-developed video concepts and content strategy for a TikTok calligraphy creator, contributing to 239M+ views across 168 videos during the partnership (Jan 2023 to Jan 2024).
- Negotiated and executed brand deals with [Faber-Castell](#) (4 TikTok videos, 3.4M+ combined views: 390k, 700k, 1M, 1.3M) and Amazon Prime Video (200,000 views, The Rings of Power campaign), handling briefing, content approval, and post-campaign reporting.

### CAA Stellar 2022 – 2024

#### **Esports & Content Creator Agent**

- Represented a roster of 20+ esports athletes and content creators across [Valorant](#) and [competitive gaming titles](#), managing career strategy, personal branding, contract negotiation, and sponsorship deals worth €430k+ in combined value.
- Grew roster revenue by an average of 35% YoY by securing brand partnerships and identifying content monetisation opportunities aligned to each creator's audience.
- Led media relations and crisis management for high-profile creator incidents, maintaining brand integrity under real-time pressure.

### Toool Esport 2021

#### **Project manager, fan base engagement**

- Strategy Development and Execution, Implement action plans
- Community Management, Oversee social media & Moderate discussions
- Content Creation, Develop content & Collaborate with creators
- Analysis and Reporting, Track metrics & Analyze data

## EDUCATION

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### Faculté Des Sciences Du Sport De Strasbourg

Master in Sports Management, Communication & Social Networks Sep 2019 – Jul 2021

**IEF Strasbourg**

*Bachelor in Marketing and International Business* Sep 2017 – Jul 2018

**ECP Strasbourg**

*BTS in Real Estate Professions and Sales* Sep 2015 – Jul 2017

**SKILLS & LANGUAGES**

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**Languages:** French (native) · Spanish (C2) · English (C1)

**Content:** Video concept development · Editorial calendar management · Short-form content (TikTok, YouTube, Instagram) · Campaign localisation · Creator & influencer management · Content strategy

**Business:** Contract negotiation · Brand deal management · Sponsorship & partnership sourcing · Cross-functional collaboration · Crisis & media relations · KPI reporting

**Tools:** TikTok Analytics · Meta Business Suite · Google Analytics · HubSpot · Brevo · MailChimp · Trello · Canva · CapCut · Hunter · Kaspr · Suite Office

**Interests:** Ex-professional Valorant player · Football · Boxing · Gym · Content creation · Cinema