

Jean-Baptiste Quesnay,

Marketing & Growth Consultant

Paris, France, +33 7 68 96 91 82, jb@moonaboveadvisory.com, LinkedIn, www.moonaboveadvisory.com

SUMMARY

Marketing and growth consultant with 15+ years of experience across strategy, digital and communications, including more than 10 years leading an agency and advising brands on 360° marketing, digital and communications strategies. Strong track record in project leadership, action-plan development, business development and marketing workflow optimisation, including the use of AI.

PROFESSIONAL EXPERIENCE

04/2025 – Present

Interim Director of Marketing, Digital & Communications — Paris
Moon Above Advisory

- Advise CEOs, founders and CMOs on marketing strategy, transformation, positioning, go-to-market and growth priorities.
- Support leadership teams in framing business needs, developing action plans, coordinating teams and partners, managing briefs, monitoring execution and supporting decision-making.
- Support companies as a Fractional CMO (recent assignment: CMO for Maison de Corée / Lou & Lang - a major Korean F&B group operating in France).

2014 – 03/2025

Co-founder & Chief Executive Officer — Paris / Tokyo / Dubai
TRENDS

- Founded and led for more than 10 years a marketing and communications agency developed across Paris, Tokyo and Dubai, with approximately 30 employees.
- Led budgets, teams, operations, client relationships and business development with full P&L responsibility.
- Advised 300+ brands on marketing strategy, 360° communications, digital, social media, influence, content, campaigns, partnerships and activation.
- Advised CEOs and marketing / communications leadership teams on diagnosis, recommendations, action plans, strategic trade-offs and execution.
- Led international expansion into Tokyo and then Dubai: business launch, local coordination, client portfolio development and market adaptation.
- Built TRENDS from 0 to US$20M+ in cumulative revenue, earning multiple French and international awards, including Best PR Agency in France (2019, 2020, 2021) and Adweek Fastest Growing Agency (2021, 2023).
- Selected brands advised: PUMA (corporate & customer), Danone (customer activation), Evian (customer activation), Suntory (corporate & customer), Match Group (customer activation), among others.

PROFESSIONAL EXPERIENCE

2008 – 2014

Marketing, Digital & Communications — Paris, France
Mazarine, Beijaflore Consulting, Buzzman, Heaven

- Developed brand, communications and digital strategies as well as integrated campaigns for major players across luxury, retail, sports, beauty, media and entertainment.
- Spent four years supporting international digital marketing for a Coty-owned beauty brand, contributing to multi-market campaigns and global brand consistency.

EDUCATION

ISCOM
Bachelor, Marketing & Communications

SKILLS

Interim management	Marketing & communications leadership
Transformation	360° strategy
Digital & acquisition	Brand
AI marketing	Diagnosis
Prioritisation	Repositioning
Marketing & communications plans	Organisation
Digital	Artificial intelligence
New workflows	Change management
Brand & messaging	360° campaigns
Content	Social media
Influence	Budgets
Team management	Agency & vendor management
Project management	Reporting
Multi-stakeholder coordination	Strategy
P&L	Business development
Acquisition	Client retention
Leadership	Clear communication
Pragmatic recommendations	Autonomy
Coordination	Decision-making
Trade-off management	Stakeholder alignment

LANGUAGES

French (Native)

English (Professional)

CERTIFICATION

Advanced Management Certification
Stanford University