

HI, I'M REGIS.

Former High-Level Swimmer.

Ex-Decathlon.

International Marketer.

Entrepreneur.

ABOUT ME

Marketing, communications, and omnichannel commerce professional with 7 years of experience within a leading international group. Successfully led the turnaround of a struggling company by driving its commercial and digital transformation, delivering strong revenue growth and increased market share. A former competitive swimmer, I am recognized for my results-driven mindset, resilience, humility, and strong commitment. Passionate about sports, travel, science, and cinema, I thrive in challenging and fast-paced environments.

CONTACTS

+33 (0) 6 63 67 62 39

aires.reg@gmail.com

linkedin.com/in/regisaires

Bordeaux, France

MY ONLINE CV



Scan or click the QR code to access my interactive CV and more details about my work.

www.regisaires.com

01 CORE EXPERTISE

GROWTH STRATEGY		80%
	Market Research, Business Development.	
CONTENT MARKETING		95%
	Brand Storytelling, 360° Content Production.	
TRAFFIC ACQUISITION		85%
	SEO, SEA, CRM, Mass Media.	
E-COMMERCE & CX		75%
	CRO, e-Merchandising, Omnichannel Strategy.	
PROJECT MANAGEMENT		80%
	Leadership, Strat. Planning, Budget Management.	
DATA & ANALYTICS		70%
	KPI & Performance Analytics, Customer Insights.	

02 MINDSET

DETERMINATION

INITIATIVE

ORGANIZATION

CREATIVITY

03 EXPERIENCE

●	2023 - 2026 SPA SUEDOIS	Chief Executive Officer Led company's commercial and digital transformation through brand identity redesign, website launch, sales materials, distribution network expansion : +242% sales (€420K).
●	2021 - 2023 DECATHLON WS.	Head of Marketing & Communication Led omnichannel marketing and communication initiatives across France, Europe (10+ markets) and China, managing a team of 10 and a €1M budget : +46% sales (€1.03B).
●	2019 - 2021 DECATHLON WS.	E-commerce & Digital Manager Led e-commerce growth in France through digital marketing and e-merchandising, managing a team of 3 and coordinating international teams across Europe: +38% web sales (€9.2M).
●	2016 - 2021 NABAIJI	Content & CRM Leader Designed editorial content strategy and digital distribution on social media, emailing campaigns (database +600K cust.) Led customer relationship initiatives: 96% customer satisfaction.

04 EDUCATION

●	2017 - 2018 INSEEC BS.	MBA Marketing & Brand Management Specialized in international marketing, strategic brand management, with advanced expertise in digital marketing, consumer behavior. Thesis focused on neuromarketing.
●	2015 - 2017 EFAP BS.	Master Marketing & Communication Specialized in communication, digital marketing and media strategy, with a strong focus on press relation, influence, online reputation and brand communication.
●	2013 - 2015 TALENCE UNI.	HND Business Communication Developed core skills in communication, marketing, project management and client consulting, complemented by market research, economics and commercial basis.