



# ALICE★ GUIEN

**Senior Producer,  
Digital Strategist**

**Paris, France**

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**Personal Details:**

04th of July 1973 / France / French

**Creative production executive with 20+ years' experience leading organisations in international content creation, audio-visual projects and business development.**

Reputable track record developing meaningful engagements with senior executives and partners to drive storytelling initiatives over digital and traditional media platforms. Expertise in contract negotiation, sponsorship, talent scouting, brand strategies, and public and private lobbying.

## AREAS OF EXPERTISE

- Stakeholder Management
- Partnership Management
- Production Management
- Creative Content Editor
- Digital Content Strategy
- Risk Management
- Talent & Contract Management
- Media & PR Communications
- Brand & Content Management

## LANGUAGES

French, Fluent

English, Fluent

Italian, Fluent

Spanish Reading, Intermediate

## EDUCATION

Executive Master of Digital Humanities - CDO

**Sciences Po**, Paris, France (2020)

Executive Master of European Policy, Lobbying & Institutions

**ENA** French Administration College, Paris, France (2015)

Executive Master of Business Affairs and Cultural Policies (D2A)

**La Sorbonne**, Paris, France (2009)

Master's Degree in Script Supervision, Visual Effects, and Production

**La Femis National Cinema School**, Paris, France

Master of Political Sciences in Information and Communication

**Sciences Po**, Aix En Provence, France

Bachelor of Political Sciences in Cultural & Media Studies

**Birmingham University**, Birmingham, UK

## PROFESSIONAL TRAINING

Comparative Law, French, and Common Law Legal Rights Approach, **EFE**, Paris, France

Produce and Distribute New Medias, **Dixit**, Paris, France

## CAREER EXPERIENCE

**President & Senior Digital Producer, Blissprod.eu, Paris, France**

**2015 > Present**

Strategically plan end-to-end cultural and audio-visual films and branding projects across financial, technical, and logistical implementation. Negotiate contracts with French and international broadcasters as well as finances with public and private senior executive stakeholders, including advertising and new media agencies. Prospect business opportunities with TV channels and talent agents, coordinating engagements and post-production to optimize revenue, business development and ROI. Lead editorial strategies and direction, leveraging extensive market research into competitive practice and industry trends to drive brand recognition, buy-in, and market penetration.

**Successfully shot and delivered 200+ brand content films in Europe, Middle East, and Canada on international campaigns and high-profile media agencies, such as, Axa, Visa, Engie, Indeed, BNPP and Perrier.**

- **BNPP - 27 brand content films:** Unexpected Jobs - European Employees outside their usual work site talking about their not so expected jobs in a banking world (English, French, Portuguese, Spanish, Polish, German, Italian).
- **Perrier - 140 photos:** Lifestyle x Fashion pics in a international environment with international cast.
- **Axa:** «Believe in you» 2018, 6 films about real people desire to turn their most valuable wishes into reality (Canada - generated 100M views +++worldwide), «Know You Can» 2020, 4 films about selfconfidence with Liverpool Football Club players (Mohamed Salah, Dejan Lovren, Trent Alexander Arnold, Niamh Charles) as well as 5 films with Serena Williams «Shared confidence» 2022, 5 Trailers about football amateurs invited to coaching session @ the AXA training center and 5 LFC players interviews, «Mental Health issues» 3 LFC data and health issue interviews, «Shared confidence 2» 2023, 1 long format around a large scale board game with amateurs and LFC players discussing about gaining confidence in the process of recovery.
- **Visa - 4 films:** Brand content on side of global "Meet Visa" campaign in France. Voices of Access with Team Visa Olympic Champion Steven da Costa – #Notwithoutyou Visa engagement towards Seine St Denis inhabitants for Paris 2024 Olympic Games
- **Indeed:** 2020 advertising and brand campaign, Magalie and Oolution (60/30/15/6s).
- **FTV / Les invisibles - La vallée:** 52-minute documentary directed by Lucie Boudaud.
- **Canal + / Bunuel, the transgressive dreams:** 52-minute documentary directed by Pierre Henri Gibert. Trilingual.
- **Prix Liliane Bettencourt pour l'intelligence de la main 2021 Laureate Aotsugi.**  
Hermes Fondation documentary: Le 24eme.

**Executive Producer, Atawad, Explorer (Capa Agency Entity), Paris, France**

**2010 > 2014**

Facilitated legal, financial, and marketing management for various investigation documentaries, infotainment shows, and news magazines in French, English, and Spanish. Secured funding, sourced talent, hired cross-functional staff and monitored budget allocation. Oversaw international contract deals with French and American Broadcasters and teams of international journalists. Oversaw project lifecycle from concept to completion to ensure delivery within timeline, budgetary, artistic, and technical standards set by organisational and contract-set targets.

**Secured TV Host & Talent Reputation management and contract deals in France, UK, and US.**

- **Don't Tell My Mother (C+ show):** Entered 20+ co-pro deals with US and French channels to produce Diego Bunuel's international hostile lands and war zone documentaries in three languages for National Geographic and Canal+. Led production, finance, sales, crew member organisation, host security measures, and technical and legal functions.
- **Kumbh Mela, the World's Biggest Festival:** Supervised French post production and deliverables for Worldwide Prime Time Specials on C+. Oversaw French/UK partnership deal and secured Canal+ commissioning. Planned and produced for FTV. Directed by Lucie Boudaud.

## Produced:

- **The New Explorers (C+ show – War – Sport and Music):** Financed and managed production on site of five Manuel Herrero's shows' sports themes (Thailand, Rwanda, HK..) and five David Walters' shows' music themes (Colombia, USA, India, South Africa and Korea) from original soundtrack deals to mastering for Canal+ show Les Nouveaux Explorateurs.
- **Boomerang, Behind Chocolate Bars and Mobile Phones documentaries:** Financed and led production and organised journalists' security in various international locations and sites.
- **Coachs of Legends (Manuel Herrero – Sports):** Engaged with private financiers, public financing structures and national TV channel to close sales and presales deals. Orchestrated contracts and interviews with 7 high profile international sports teams, coaches, and representatives.
- **Ukrainian Powder Keg: In the heart of the Crimea War:** Spearheaded deployment of three journalist and camera crews during Russian annexation of Crimea. Organised tight timeline financing and deliverables delivery. Managed crisis of crew member held by Russian soldiers.

## ADDITIONAL EXPERIENCE

2003 > 2019

**CEO, Storner Prod Holding**, Paris, France (HR, Administrative and Financial clean up + cost killer),

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**Freelance Producer, Various Companies** (Quad entity (fighting fish), Flab, Paris-France)

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- **Back in coffee land:** Directed shooting logistics in Mexico in coffee plantations and supervised post production of TV ads and brand content.
- **Welcome to the Worlds:** Directed shooting logistics in China with two world sport and Esport champions during League of Legends finals.

**Associate Producer, Berwick Street Plc**, London, UK & Alicante, Spain

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- **The Garden of Eden:** £10M production feature film by J. Irvin.

**Associate Producer, Films 18 Ltd.**, London, UK

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- **O'Jérusalem:** £12M production feature film directed by E. Chouraqui.

**Associate Producer, Creative Partners International**, London, UK

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- **Mine Haha:** £8M production feature film directed by J. Irvin.
- **The Moon and the Stars:** £7M production feature film directed by J. Irvin.
- **The Stone Merchant:** £5.5M production feature film directed by R. Martinelli.

**Post Production & International Account Supervisor (Pepsi, Mars) Medialab Technologies**, Paris, France

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**Post Production Supervisor & Head of Film Department, Sparx\* Animation Studio**, Paris, France

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- Produced 10 features and 30 shorts.

**Head of Media and Sponsoring & Manager, Art 7, Amman**, Jordania

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- Directed operations for main channel and TV show during Ramadan.

**UK Manager & Sponsor, UTN1, London**, UK

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- Managed Iraqi boyband for an American investor based in Dubai.

