

Antoine GOUPIL

Data Intelligence | Scraping |  
Automation AI | Hubspot expert

PORTFOLIO : HERE

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- Holds a Driver's License, with own vehicle



With 4 years of experience in data intelligence through academic training and work-study programs, I've worked on a wide range of data-driven projects involving automation, development, and analytics. Thanks to my hybrid background, I know how to bridge the gap between data use cases and business needs. I'm now seeking a full-time position or an international opportunity to apply and expand these skills in a dynamic and impactful environment.

in @https://www.linkedin.com/in/goupil27/

SKILLS

Python/R/NoSQL/SQL

Proficient in Python, R, and SQL for data analysis, database management, data cleaning, and data scraping.

Make/N8N/Zapier

Proficient in Make, n8n, and Zapier for workflow automation, data integration, and process optimization.

Hubspot

killed in configuring HubSpot workflows, integrating third-party tools via APIs, and managing data quality across CRM modules.

LLMs

Proficient in leveraging large language models (LLMs) for natural language processing, automation, and advanced data analysis.

PowerBI & PowerBI Service

Proficient in PowerBI for data visualization and dashboard creation.

Word/Excel

Proficient in Excel, including Macros, Pivot Tables, and Dashboards.

Other

Discover additional competencies, certifications, and projects by visiting my complete portfolio

LANGUAGES

English C1

Able to engage in discussions with fluent and professional language (Toeic in My Portfolio) + Experience working in an English-speaking company.

Spanish A2

INTERESTS

Computer Science

Proficient in all computer software, with fundamental knowledge in programming.

Politics

Keen interest in socio-economic and political news. Committed to learning and expanding general knowledge.

Basketball / Athletics

Played basketball at the Pre-national level, now for leisure. Team spirit, pressure management skills. Completed marathons in Paris, Rouen, Saintelyon (78km) and aspiring to finish the "Diagonale des Fous".

SECTION TITLE EXPERIENCE

Head of Data Management – Marketing Department in a work-study program.

Business At Work, Paris – Since 09.2023

- Complete requalification of a BtoB database on CRM, using R Studio, Excel, and SalesNavigator.
- Development of PowerBI dashboards for our SEO/SEA campaigns, email marketing, and other lead generation channels.
- Improvement and creation of target segments for email campaign sends.
- Management of marketing and analytics projects in a team, acquiring and leveraging data, implementation of dashboards on a shared server (PowerBI Service), and more...

Business Analyst – Data Quality & API Automation

Business At Work, Paris – Sep 2024 / Sep 2025

- Maintained and monitored database health by automating data quality processes through Python scripts and API integrations, ensuring clean and actionable data for business teams.
- Designed and deployed automated workflows using APIs and no-code tools (Make, n8n, HubSpot) to reduce manual tasks and improve data reliability.
- Built reporting dashboards in Excel, R, and Power BI to support strategic and operational decision-making.
- Acted as a link between technical teams and business stakeholders, aligning data automation projects with CRM and marketing use cases.

CRM Project Manager in Work-Study Program

L'olivier Assurance , Paris 75020 – Sep 2022 / Sep 2023

- Data Collection & Analysis (GA, MAPP, SQL Queries)Dashboard CreationData - Segmentation (customer segments, sending strategies)Utilization of Data
- Analysis Tools (Mapp, MySQL, Excel/Sheets)
- Suggestions for Improvement to Enhance CRM Strategy
- Agile Work and Communication in English, as the company is British (Admiral Group).

EDUCATION

Master's degree in Data Intelligence & Artificial Intelligence – Level 7 (RNCP certified)

EugeniaSchool, Paris – 09.2024 / 09.2025

Data Intelligence & Artificial Intelligence, with hands-on experience in data analysis, data visualization, web scraping, data automation, Python programming, machine learning and more ... Also achieved strong results in hackathons – more details available in my portfolio.

Master's in Strategic Marketing & Data Analytics – Level 7 (RNCP Certified)

PPA Buisness school , Paris – Sep 2022 / Sep 2024

Marketing Strategy, Marketing Agency Creation (Two-Year Project), Surveys, HubSpot Automation, HubSpot for Developers, Qualitative & Quantitative Study Seminars, R Language, Power BI, SEA & SEO Optimization, English & TOEIC Preparation.

Associate Degree in Sales Techniques

IUT , Evreux – 05.2019 / 06.2021

General Education in Commerce, graduated with International Focus distinction (Marketing, Entrepreneurial Activities, Group Projects, Customer Relations, etc.)

INFOS +

Strong writing and spelling skills.Interest in food culture, nutrition, podcasts, and self-directed learning.