

ARTHUR GUERIN

+65 93514677 | arthur.guerin@essec.edu
[linkedin.com/in/thearthurguerin](https://www.linkedin.com/in/thearthurguerin)

EDUCATION

ESSEC Singapore

GBBA

Singapore

2023 – 2027

Relevant Coursework: Micro Economics / Accounting / Communication / Marketing

BACCALAUREAT, ECONOMIC SECTION

French High School Diploma, obtained with honors

Vichy, France

2023

WORK EXPERIENCE

Advertisement Graphist

Octotus LLC

Paris, France

September 2023 – Present

- Leveraged creative strategies to produce high-performing Facebook and TikTok content, resulting in significant audience growth and engagement.
 - Developed a series of Facebook ad campaigns that resonated with diverse demographics, leading to a better ROAS, increasing profit.
 - Analyzed KPI on various videos and advertisements to optimize my content delivery, improving my knowledge and creating better-converting videos.

Finance Content Creator

Paris, France

2022 – 2023

- Gained over 10,000 followers in a month on TikTok, showcasing exceptional content creation skills that led to significant audience growth and opportunities.
 - Launched a weekly TikTok series on trading and stock market education, attracting consistent viewership and establishing my account as a reference in the niche.
 - Successfully garnered the interest of prominent brands in the cryptocurrency niche, resulting in collaborative partnerships for the creation of impactful promotional content.
 - Created an exchange platform to discuss and help my followers about finance and cryptocurrency.

LANGUAGE & COMPUTER SKILLS

Languages: Native in French, Fluent in English, Intermediate Spanish and Basic Chinese

IT Skills: Excel, Word, PowerPoint, Capcut, Photoshop, Canva, HTML & CSS

ACTIVITIES & INTERESTS

Activities: Social Media Manager, Video Editor, Self-Learning Trader

Interests: Volleyball, Artificial Intelligence, Travel, Crypto-Currency, Stock Market, New Technology, Programmation

Certifications & Training: FTMO Challenge, Harvard Excel Certification, Semifinals Create4Good Hackathon,

REFERENCE AVAILABLE UPON REQUEST

Internship availability: 12 to 16 weeks, starting May 13th (Maximum August 30th)