

# Florian Lup

Mobile: 07450209068

Email: [floriansamsonlup@gmail.com](mailto:floriansamsonlup@gmail.com)

Website: <https://florianlup.com/>

Location: London, UK

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## Personal Statement

I am an aspiring founder, so I decided to join a startup. My goal is to gain relevant experience and learn as much as possible. I am committed to working hard as this would be my opportunity to build a strong track record and prove myself. Although I'm studying marketing and programming, I'm eager to learn about different business functions.

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## Employment and Work Experience

AXA XL | Office Community Support | 2022 – Present

- **Enhanced office operations** for a premier insurance provider, ensuring seamless functionality across multiple floors.
- **Streamlined administrative processes**, directly supporting the CEO and team with efficient solutions and coordination.

Rendall & Rittner | Customer Service Advisor | 2018 – 2021

- **Elevated customer satisfaction** by delivering comprehensive product and service information, resolving complaints, and capturing valuable feedback.
- **Optimized response strategies**, achieving swift resolution to inquiries and enhancing customer service delivery.

Retail Business | Sales Executive | 2016 – 2018

- **Drove sales growth** by establishing and nurturing supplier relationships, leading to beneficial negotiations for a family-owned business.
  - **Boosted customer engagement**, providing prompt, accurate product information and fostering positive interactions.
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## Extracurricular and Volunteer Experience

- **Collaborated with a software engineer** to mentor a student, leading to a job offer through a project that served as practical work experience.
- **Executed a targeted email campaign**, sending 300 emails overnight, which generated 5 pre-sales, assisting a founder in validating his business idea.
- **Leveraged AI tools** to clip YouTube videos for TikTok, achieving over 70k views and enhancing digital engagement.
- **Identified a niche market for a no-code tool** by engaging with over 100 users to gather feedback, contributing to product refinement.
- **Maximized online visibility** by placing an ad during a livestream with 54k viewers, resulting in 1.2 million additional views and viral meme creation in three days.
- **Expanded professional network** by connecting with over 100 co-founders in less than a year, fostering valuable industry relationships.
- **Scaled an Amazon business to \$10k revenue** using PPC strategies while managing academic responsibilities in college.
- **Developing my personal website** to showcase projects, achievements, and professional insights, enhancing online presence.

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## Skills

- **Web Development:** Proficient in HTML and CSS; experienced with WIX and Adalo platforms for creating and managing websites and apps; eager to expand skills into JavaScript or Python.
- **Graphic Design:** Create compelling website assets and promotional materials using Canva, open to learning advanced design software.
- **Social Media Management:** Experienced crafting and scheduling posts with Buffer to enhance online presence.
- **Digital Marketing:** Good knowledge of SEO, social media marketing, content creation, and email marketing.
- **Customer Service:** Excellent at understanding customers' needs, providing outstanding service, and being the first point of contact.
- **Feedback Analysis:** Skilled in creating feedback loops, analyzing responses, and devising actionable solutions.
- **Content Writing:** Write persuasive pitch decks, comprehensive reports, and detailed documentation to support business goals.

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## Education

- **Graduation Certificate** – GCSE equivalent
- **Baccalaureate Diploma** – A levels equivalent
- **BSc Finance** (Paused)
- **The Fundamentals of Digital Marketing**, Google Digital Garage
- **Front End Development** (In Progress), Codecademy
- **Digital Marketing Masterclass** (In Progress), Udemy

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## Interests outside work

Outside of work, I engage in activities that promote fitness, nutrition, and mental health, reflecting a commitment to a healthy lifestyle. Exploring philosophical topics such as Stoicism also enriches my understanding of diverse perspectives and deepens my analytical thinking skills. These pursuits contribute to my personal development and enhance my professional capabilities by fostering a holistic approach to problem-solving and creativity.