

# Jean-Baptiste Bonvarlet

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Bilingual MSc + MA graduate with practical experience in digital strategy, market positioning, and go-to-market execution. Proven ability to lead cross-functional teams, drive data-informed engagement growth, and support client-facing initiatives with measurable business impact. OPT eligible and prepared to contribute to strategic consulting teams.

## SELECTED ACHIEVEMENTS

- Grew social media reach by 3,700 and raised engagement to 9.4% through U.S. university campaign
- Closed 250+ insurance policies through structured outbound sales at Yago
- Led 50-person student team at R'Store, scaling operations from 12 members
- Raised \$12,000+ through student events while founding Prépa HEC Gauguin
- Executed SEO strategy and content roadmap for niche DTC brand, achieving 2,500+ monthly organic visits and informing go-to-market decisions

## WORK EXPERIENCE

**Social Media Manager, Texas State University, United States** **Sept 2024 - Present**

- Designed social media strategies for environmental campaigns, boosting reach to 3,700 impressions and engagement to 9.4%.
- Curated content for @txstehsrem and @whatgoeshereflowshere, driving 7,600+ reel views and 124 new followers.
- Analyzed metrics to optimize reach, increasing profile visits to 811.

**Business Developer, Yago, Belgium** **Jan 2022 - Jul 2022**

- Led outbound acquisition strategy through 2,000+ client calls, securing 250+ tailored policy sales and contributing to customer growth strategy.
- Negotiated with insurance companies for tailored offers, Co-led Yago's Motorbike Insurance segment, contributing to new customer acquisition strategy.
- Trained a new colleague and managed daily client interactions for strong retention.

**Inside Sale, AssoConnect, France** **Jul 2021 - Dec 2021**

- Delivered B2B product demonstrations to 250+ prospective clients, informing sales funnel performance and customer onboarding strategy.
- Set a new record for lead collection during the National Forum of Associations and Foundations, an event with 4,500 attendees and 350 industry professionals.
- Developed expertise in AssoConnect's software, providing insights and recommendations to potential users.

## EDUCATION

**(M.A.) Major in Mass Communication, GPA: 4.0/4.0** **Jan 2024 - Expected Dec 2025**

- Texas State University
- Relevant Coursework: Data Storytelling, Strategic Communication, Social Media Campaign, Media Product Strategy.
  - 2nd place out of 30 at Texas State Innovator Pitch Contest (\$2,000 prize) for WiseStrat AI platform.

**MSc in Innovation & Entrepreneurship** **Aug 2019 - Dec 2023**

- Rennes School of Business
- Relevant Coursework: Financing New Ventures, Marketing of Innovation, Geopolitical and Negotiation Specialization, Digital Marketing Management, Entrepreneurial Thinking.
  - Double diploma with engineering school INSA Rennes in final year (2022–2023).
  - Online Exchange program at leading Eastern European business school GSOM St. Petersburg, January–June 2021.

## SKILLS

Strategic analysis, SEO, Ahrefs, Google & Microsoft Suite, Excel, SQL, Market sizing, Business case development, Copywriting, HTML & CSS, Digital Marketing, Competitive benchmarking, Market Research, Tableau, Pitching, Communication, AI LLM & Agents.