



# Thomas LEGRAND

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**Home:** Lyon (France)

## ABOUT ME

Creative and proactive student passionate about digital growth levers, with experience in startups and freelancing.

## WORK EXPERIENCE

**'PayFast' FinTech** – Paris, France

### CEO's Right Hand / Executive Intern

[ 1 Jan 2025 – 1 Jun 2025 ]

Contributed to the Go-to-market strategy for the launch of a new B2B offer. Growth Hacking: Automating LinkedIn prospecting (+30 qualified leads/week). Video content creation and social media management.

**Self-Employed** – Lyon, France

### Freelancer / Self-Employed

[ 1 Jan 2024 – 1 Jan 2026 ]

Designed websites for 5 local SMEs (WordPress & Shopify). Managed Facebook Ads campaigns (Budget €2k, ROI x3). Full client relationship management: Briefing, quoting, and invoicing.

## EDUCATION AND TRAINING

### Bachelor in Digital Project Management

**IUT Lyon 1 / École du Web** [ 1 Sep 2023 – 1 Jun 2026 ]

City: Lyon | Country: France

## SKILLS

### Web Development

HTML/CSS, WordPress, Shopify, Notion.

### Data & Marketing

Python (Data Analysis), Google Analytics (GA4), HubSpot.

### Design

Adobe Creative Suite (Photoshop, Premiere Pro).

## LANGUAGES

### English

B2+ Fluent Professional

### Chinese

A2 Beginner

## INTERESTS

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### Travel

Backpacking road-trip in Southeast Asia.

### Sports

Running (Paris Half-Marathon).

### Tech

Tech Blogger (AI and NoCode).