

# THOMAS LEGRAND

Lyon · 698765432 · thomas.legrand@email.com

## PROFILE

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

## PROFESSIONAL EXPERIENCE

### CEO's Right Hand / Executive Intern | 'PayFast' FinTech

Paris

01/2025 – 06/2025

- 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.

### Freelancer / Self-Employed | Self-Employed

Lyon

01/2024 – 01/2026

- 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

### Bachelor in Digital Project Management

2023 – 2026

IUT Lyon 1 / École du Web, Lyon

## SKILLS & LANGUAGES

- English:** B2+ Fluent Professional
- Chinese:** A2 Beginner
- Web Development:** HTML/CSS, WordPress, Shopify, Notion.
- Data & Marketing:** Python (Data Analysis), Google Analytics (GA4), HubSpot.
- Design:** Adobe Creative Suite (Photoshop, Premiere Pro).

## INTERESTS

**Travel** (Backpacking road-trip in Southeast Asia.), **Sports** (Running (Paris Half-Marathon).), **Tech** (Tech Blogger (AI and NoCode).).