



# Thomas LEGRAND

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**Address:** Lyon, France (Home)

## ● ABOUT ME

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

## ● WORK EXPERIENCE

**CEO'S RIGHT HAND / EXECUTIVE INTERN - 'PAYFAST' FINTECH** – 1 Jan 2025 – 1 Jun 2025 – PARIS, FRANCE

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** – 1 Jan 2024 – 1 Jan 2026 – LYON, FRANCE

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

1 SEP 2023 – 1 JUN 2026 Lyon, France

**BACHELOR IN DIGITAL PROJECT MANAGEMENT** IUT Lyon 1 / École du Web

## ● 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

### Travel

Backpacking road-trip in Southeast Asia.

### Sports

Running (Paris Half-Marathon).

**Tech**

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Tech Blogger (AI and NoCode).