

# Thomas LEGRAND

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

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## 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).).