



# Thomas LEGRAND

**Home** : Lyon, France

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**Gender**: Male

## ABOUT ME

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

## WORK EXPERIENCE

### 'PayFast' FinTech

**City**: Paris | **Country**: France

[ 1 Jan 2025 – 1 Jun 2025 ]

### CEO's Right Hand / Executive Intern

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

**City**: Lyon | **Country**: France

[ 1 Jan 2024 – 1 Jan 2026 ]

### Freelancer / Self-Employed

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 ]

### Bachelor in Digital Project Management

#### IUT Lyon 1 / École du Web

**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).