

# THEUILLON RAPHAEL

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## SUMMARY

As a technically-oriented sales professional, I combine hands-on expertise in sales and business management with a passion for AI and digital technology. My motivation? To help teams and companies adopt digital solutions that transform processes, create tangible value, and drive their growth to new heights.

## EDUCATION

### English Language Course

[Duke Language School](#)

📅 05/2025 - 09/2025   📍 Bangkok

- English Courses

### BTS Diploma in Construction (Vocational Training)

[CFA BTP](#)

📅 2019 - 2021   📍 Blois - Caziguillaume

- (Vocational Training) CFA BTP Blois - Cazy Guillaume

### Professional Baccalaureate in Heritage Building Intervention (Vocational Training)

[CFA BTP](#)

📅 2017 - 2019   📍 Blois - Caziguillaume

- (Vocational Training) CFA BTP Blois - Cazy Guillaume

### CAP Diploma in Construction (Vocational Training)

[CFA BTP](#)

📅 2015 - 2017   📍 Blois - Caziguillaume

- (Vocational Training) CFA BTP Blois - Cazy Guillaume

## CERTIFICATIONS

[Driver's License \(B\), AMM](#)

## LANGUAGES

English  
Intermediate



French  
Native



## TOOLS

[Canva](#)

[Microsoft Office](#)

[CapCut](#)

[GitHub](#)

[ChatGPT](#)

## ADDITIONAL SKILLS

[HTML](#)

[CSS](#)

[JavaScript](#)

[Self-sufficient](#)

[Team management](#)

[Ability to handle multiple tasks](#)

[Dynamic](#)

[Digital marketing](#)

[Resilience under pressure](#)

[Artificial intelligence](#)

[AI Agent](#)

## PROJECTS

### KR GLOBAL SOLUTIONS LTD (Co-Founder)

📅 03/2025   📍 International

**Co-founder and Director of KR Global Solutions LTD, a company specializing in SaaS platforms, e-commerce store creation, and AI integration. I work internationally as a freelancer, where I develop smart web tools, automate business processes, and guide digital transformation. Additionally, I develop my own SaaS products and e-commerce brands under the name KR Global.**

- Design and Development of Custom SaaS Platforms (Node.js, Express, PostgreSQL)
- Creation and Management of E-commerce Stores (Shopify, WooCommerce, Stripe Integration)
- AI Integration: Chatbots, Assistants, and Automated Support (OpenAI API,)
- Business Process Automation (APIs, No-code/Low-code Tools: Zapier, Make, Python Scripts)
- Full-stack Development (Next.js/React, Tailwind CSS, Responsive Design)
- UX/UI Design and A/B Testing to Optimize User Experience and Conversion Rates
- Freelance Project Management (Planning, Sprints in Jira, Onboarding & Deliveries)
- Infrastructure & DevOps: Docker, Vercel/VPS, DNS, CI/CD pipelines
- Digital Marketing & Analytics: SEO audits, Google Analytics, Meta Ads campaigns

### Felizbella Cosmetics (Co-Founder)

📅 04/2025   📍 Paris

**Co-Founder of FelizBella, a cosmetics brand launched with business partners to sell skincare and beauty products online. I contributed to brand creation, e-commerce development, digital marketing strategy, and sales management. The project combines branding, logistics, online sales, and paid advertising around affordable and natural cosmetic products.**

- Brand development for cosmetics (naming, branding, packaging)
- E-commerce store creation (Shopify, WooCommerce)
- Digital marketing strategy (social media, paid campaigns, SEO)
- Entrepreneurship and project coordination for B2C online sales (payment, delivery)
- Performance tracking (KPI, traffic, conversion rates)
- Customer service and return management
- Visual content creation and brand storytelling
- Supplier relations and inventory management. Online advertising (Meta Ads, Google Ads)
- Logistics and transportation management.

### Transportation Company (Co-Founder)

📅 2021 - 2024   📍 Paris

**Co-Founder of a parcel transportation company subcontracted with Amazon and Colis Privé.**

- Fleet monitoring dashboard (Google Sheets) for maintenance and preventive replacement
- Route optimization: Calculating paths for shorter distances, reducing fuel consumption, maintaining vehicle condition.
- Customer relations/SAV: processing customer returns, rescheduling deliveries.

## PROFESSIONAL EXPERIENCE

### Technical Sales Representative

#### Murprotec

📅 09/2023 - 01/2024 📍 Servon, France

- Client relations
- Customer service
- Phone auditing
- CRM Management
- Multichannel Prospecting (Field and Digital)
- Conducting B2C Appointments
- Training New Sales Representatives on Products
- Digital Marketing Strategy

### Technical Sales Representative

#### CTBG-GROUPE

📅 08/2022 - 07/2023 📍 Grigny, France

- Field Prospecting
- Scheduling B2C Meetings
- Customer Service
- Client Relations (Worksite Scheduling, Opening, Payments)
- Conducting Phone Appointments
- CRM Usage

### Order Preparation Agent

#### Darty

📅 01/2022 - 04/2022 📍 Vichy, France

- Order Picking
- Parcel Scanning
- Loading/Unloading Trucks
- Preparing Pallets Before Loading

### Order Preparation Agent

#### GEODIS

📅 11/2021 - 12/2021 📍 L'Isle, France

- Parcel Scanning
- Order Preparation
- Loading/Unloading Trucks
- Verification and Preparation of Pallets Before Loading

### Mason

#### Cazy Guillaume

📅 07/2021 - 10/2021 📍 France

- Construction of Block, Stone, and Brick Structures, and Paving
- Applying Rough and Finished Plaster
- Implementing Concrete Structures (Slabs, Posts, Thresholds, Lintels)
- Construction Studies and Planning
- Demolition Work
- Scaffolding Installation
- Stone Cutting and Installation
- Carrying Out Measurements and Cost Estimates

## PROJECTS

### Wash Center (Co-Founder)

📅 2022 - 2023 📍 Paris

**With a passion for cars from a young age, I decided to open an interior and exterior vehicle wash center. I developed branding, marketing strategy, costs, customer and supplier relations, team management, and scheduling.**

- Conducted a targeted market study (competition, customer expectations, geographic areas with high potential)
- Developed the business plan and financial modeling (equipment investments, revenue forecasting, break-even analysis)
- Selected a suitable location and coordinated administrative processes (operating permits, insurance).
- Trained staff on washing techniques and safety protocols.
- Created service offers for vehicle washing.
- Designed a showcase website and online booking system (UX/UI)
- SEA/SEO campaigns: Google Ads, local SEO, optimized content (car blog, maintenance guides)
- Social media engagement: community management, partnerships with automotive/motorcycle clubs, Facebook/Instagram.

### Restaurant Le Kin de Thaï (Co-Founder)

📅 2022 - 2024 📍 Saint-Michel-sur-Orge

**Launched a Thai/Japanese fast-food restaurant where I worked on the concept, the visual identity: logo creation, modern-traditional graphic charter, and materials (flyers, digital menus), as well as marketing strategy, website development, supplier relations, and staff training.**

- Menu creation: developing authentic recipes, precise technical sheets (quantities, cooking times) to ensure consistency and cost control
- Production protocols: optimized workflow sequences.
- Website & online reservation: pre-order system, UI/UX design
- Marketing strategy: Meta Ads campaigns on Facebook/Instagram.
- Weekly tracking of order volume, average basket size, and customer satisfaction (QR code surveys)