



# LOUIS CHOQUET

UNDERGRADUATE STUDENT    📍 NÉCHIN, 7730, BELGIUM    ☎ +33667446896

## ◦ DETAILS ◦

Néchin, 7730  
Belgium

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[choquetlouis@gmail.com](mailto:choquetlouis@gmail.com)

Date of birth

16/02/2002

## ◦ LINKS ◦

[LinkedIn](#)

## ◦ SKILLS ◦

Leadership

Customer Service

Microsoft Office

Ability to Work in a Team

Adaptability

Fast Learner

Computer Skills

## ◦ LANGUAGES ◦

French

English

Spanish

## ◦ HOBBIES ◦

Reading, Finance, Sciences,  
Computer-related activities,  
Sports

## 👤 PROFILE

Proactive Student with superior skills in Management, Internet and Finance. Eager to bring value to any establishment through hard work and commitment to quality. Offering demonstrated success in the Internet Industry through Website development, E-commerce, SEO and the creation of a digital marketing agency.

## 📁 EMPLOYMENT HISTORY

### 📁 Packager at TRATO TLV, Lys Lez Lannoy

May 2021 — July 2021

Worked well in a fast-paced and rapidly changing environment.

Trained 2 new team members

Worked in the manufacturing sector when needed

### 📁 CEO at OverSee, Néchin/NY

April 2020 — Present

Identified appropriate marketing channels and target customers for campaigns.

Mentored and guided executive team during business development decision-making to optimize profitability, marketing strategy and communications planning.

Developed campaigns and specific marketing strategies for clients.

Performed in-depth competitor reviews to check competitor activities with ad placement, keyword use, placement bids and landing pages.

### 📁 Website Administrator at Cocotteb, Néchin

January 2019 — Present

Tracked consumer behavior, content management and weight of purchase to develop robust customer acquisition and retention programs.

Incorporated SEO techniques to verify maximal site exposure to search engine robots and crawlers.

Monitored social media and online sources for industry trends. Maximized strategic approaches by keeping close eye on performance and making appropriate adjustments.

Designed, implemented and monitored web pages, plugins and functionality for continuous improvement.

Generated 25% increase in client accounts over 6 months through implementation of effective market strategies across all major search engine platforms.

### 📁 Waiter at Adriano, Leers

September 2018 — January 2020

Carried out complete opening, closing and shift change duties to keep restaurant working efficiently and teams ready to meet customer needs.

Collaborated with kitchen staff to correctly update customers on unavailable dishes and wait times.

Prepared specialty desserts for customers including Tiramisu.

Prepared beverages and filled food orders for customers.

Greeted new customers, discussed specials, took drink orders and built immediate positive connections with guests.

Supported and supervised team of 2 professionals.

#### **Website Administrator at Adriano, Leers**

February 2018 — Present

Completed all phases of systems development life cycle (SDLC), including analysis, design, development, testing and support. Tested and debugged site updates and prevented functional flaws from impacting public visitors.

Incorporated SEO techniques to verify maximal site exposure to search engine robots and crawlers.

Collaborated with business development personnel to verify compliance with customer requirements.

Drove operational improvements which resulted in savings and improved profit margins.

Managed quality assurance program, including on-site evaluations, internal audits and customer surveys.



## **EDUCATION**

### **Baccalauréat, Saint Adrien, Villeneuve d'Ascq**

September 2017 — July 2020

Sciences, Physics

President of class

### **Bachelor of Commerce: Business Technology Management , Concordia University, Montréal**

September 2020 — May 2021

Co-op program, Minor in Finance

### **Programme Grande Écoles, IÉSEG, Lille**

September 2021 — Present



## **COURSES**

### **CS 50, Harvard**

September 2020 — December 2020



## **EXTRA-CURRICULAR ACTIVITIES**

### **Wide Receiver/Free Safety at Vikings, Villeneuve-d'Ascq**

September 2019 — March 2021

### **Boxer at Hem Boxing Club, Hem**

September 2017 — July 2019

### **Tennisman at Toufflers Tennis Club, Toufflers**

September 2010 — July 2017



### **American College Test (ACT), Bruxelles**

December 2019