

Francesca Bushell

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Multicultural professional with Finnish, English and French upbringing, fluent in five languages. East Asian Studies student with startup founding experience in marketing spanning Europe and Asia. Seeking to leverage my diverse international background and business acumen at HEC to advance my career.



EDUCATION

SOAS University of London

London, United Kingdom

Bachelor of Arts East Asian Studies and Korean (GPA: 3.79/4.0)

September 2022 - June 2026

- **Courses :** Principles and Management of Marketing, International Marketing, International Relations, East Asian Politics.

Korea University

Seoul, South Korea

Exchange student

September 2024 - June 2025

- **Courses :** East Asian Marketing, Globalisation within East Asia, Contemporary Korean Politics.

PROFESSIONAL EXPERIENCE

Groupe Intuis

Paris, France

Marketing and Communications Intern

July 2025 - September 2025

- Ensured communication flows between multicultural teams and B2B clients by building comprehensive marketing tools to support in expanding operations across residential, commercial, and industrial building markets.
- Managed client relationship strategy with key international partner through structured business presentations, by implementing feedback loops and data-driven insights, leading to significant improvement in sales approach effectiveness and contract renewal.
- Developed export compliance frameworks and international shipping coordination agreements to facilitate operations for export teams and global partners, managing cross-border shipments.

'BrandOrbit' International Marketing StartUp

London, United Kingdom

Founder

From January 2025

- Implemented targeted digital prospecting strategies and LinkedIn outreach campaigns to identify and acquire international clients, by using lead scoring methodologies to secure 10+ global clients.
- Assisted SaaS founders (Autoinvoice, Autoplanner) in establishing presence across Asian markets with focus on South Korea, implementing targeted market research and localization strategies to support successful regional business development.

Baker McKenzie

Brussels, Belgium

Intern

June 2024 - August 2024

- *Supported* presentation multilingual documentation for major M&A transactions, utilizing translation protocols across English, French, and Dutch, ensuring compliance accuracy for international deal structures.
- Coordinated administrative operations supporting cross-border transactions spanning 40+ countries for global medtech and pharmaceutical clients, by implementing project management systems and improving documentation workflow efficiency.

Social media content Manager at 레벨 레스큐 코리아 (Animal welfare shelter)

Seoul, South Korea

Intern

November 2024 - March 2025

- Implemented targeted social media acquisition strategy achieving four confirmed pet adoptions, by utilizing content optimization and engagement analytics, resulting in 40% increase in adoption inquiry rates.
- Managed end-to-end digital content workflow including professional photography and website optimization, by leveraging visual storytelling and UX principles, improving online visibility by 30% and streamlining adoption processes.

EXTRA-CURRICULAR ACTIVITIES

Languages: English (native), French (native), Finnish (native), Korean (B2 level), Dutch (B2 level).

Certifications

Coursera

August 2020 - September 2025

- **Google :** Foundations of Project Management - 91.02% ; Digital Marketing & E-Commerce - 94%.
- **Columbia University :** Economics of Money & Banking - 92.83%.
- **Yale :** Introduction to Psychology - 93.95%.

Societies

- **SOAS Film Society :** Streamlined screening operations by managing equipment, budget, venue logistics, and event coordination for both film society and international student events.
- **Korea University KUBA :** Organized cross-cultural events connecting 150+ international and Korean students through cultural exchange workshops and collaborative social activities.

Interests : Volunteering (Rebel Rescue Korea, Serve the City Bruxelles), Tennis (competitive level), Chess, Reading.