



MAXIME SERVAIS

+32 495 70 13 55

 <https://www.linkedin.com/in/maximeservais>
 Faulx-les-Tombes, Belgium

French – native, English & Dutch – Proficient
mxservais@gmail.com

ABOUT ME

- Top student with double Masters from leading universities expected to graduate in June 2018.
- Experienced in client-facing roles, completing projects on time and collaborating with teams.
- Strong track record of going above and beyond for clients. Capable of handling high pressure.
- Passionate about strategic consulting, entrepreneurship and making data-based decisions.
- Noted for prioritization skills, leadership and analytical skills.



PROFESSIONAL EXPERIENCE



TK XPORT LLC

Specialized in general and automotive trading with in-depth focus on the African and Middle East markets since 2004.

SEM Specialist / Intern

Apr 17 to present (**Dubai, UAE**)

- Started as an intern in Sales & Marketing (Apr – Jul 2017) & engaged in many successful marketing campaigns.
- Enhanced online brand visibility for the company via Search Engine Marketing (SEM) and social Pay-Per-Click advertising (Google Adwords & Facebook campaigns).
- Regularly utilized online reporting tools to track and monitor online traffic and conversions based on compiled KPIs, analytics and business metrics reports.
- After successfully completing the internship, I received an invitation to continue to freelance with TK XPORT LLC as a SEM Specialist for the automotive department.

FREELANCE CONSULTING

Undertook multiple freelance projects where duties ranged from performing strategic consulting to designing and building websites.

Marketing & Strategic Consultant

Jul 16 to present (**Belgium**)

- Drove a successful €2,000 Facebook marketing campaign for Val-Saint-Lambert, a boutique firm specializing in handmade crystal artwork with shops in Dubai and Belgium. Generated €50,000 in sales (Dec 2017).
- Clearly defined EasyCare's strategy and long-term goals, and created PPT presentation (French and English) to seek €150k in funding from Business Angels through Enterprise Europe Network (Aug 2017).
- Within a short time-frame, created a website for Beage, a small consulting firm based in Belgium (Mar 2017).
- Implemented e-commerce store on Shopify, managed a team of international freelancers on Upwork to create & sell recipe e-book; drove online marketing efforts to increase awareness & sales (Jul – Sep 2016).

TRAFIC

Retail store chain founded in 1983 with sizeable operations (84 branches). Specialized in discounted products.

Student jobs

Jul 11 to Aug 15 (**Florennes, Belgium**)

- Interned at Trafic every summer for 5 years, and assisted with cashier duties, logistics, competitor price surveys (Jul 2014) as well as conducting brand awareness campaign for "Pomelo" (Aug 2014).
- Spearheaded Net Promoter Score (NPS) campaign (July 2015), from designing question bank to interviewing 600+ people and analyzing results while reporting directly to the Director of Marketing.

EDUCATION & CERTIFICATIONS



- 2018 **Master in International Management**, CEMS (Belgium)
• Study abroad semester at the Indian Institute of Management, Kolkata (Aug – Dec 2017).
- 2018 **Master of Science in Business Engineering**, Louvain School of Management (Belgium)
• Received 16.42/20 in first year. Top percentile in my class. Expected to graduate magna cum laude.
• Ranked 3rd - O.R. & Analytics Student Team Competition, (organizers Syngenta & INFORMS), Las Vegas, April 2017.
• As part of 5-member team, collaborated with Transparency International to assess 25 Euronext-listed Belgian cos. evaluating their public reporting transparency (Sep – Dec 2016).
- 2016 **Bachelor in Business Engineering**, Université Catholique de Louvain (Belgium)
• Cum Laude – GPA 15.02/20 (Top percentile in my class)
• Ranked 2nd in the BCG Strategy Cup (2016) for presenting eco-mobility solutions to Solvay (Feb 2016).
- 2013 **Rotary Youth Exchange Program**, Iona College Brisbane (Australia)
-

EXTRACURRICULAR ACTIVITIES



CEMS CLUB BELGIUM, CEMS

Alumni Team Leader

Jan 18 to present (Belgium)

- Organize events to strengthen the CEMS community in Belgium, including the annual CEMS Meet & Greet.

USTART ENTREPRENEURSHIP CLUB, LOUVAIN SCHOOL OF MANAGEMENT

Member

Sep 16 to Jun 17 (Belgium)

- Promoted entrepreneurship through lectures (entrepreneurial guests), booklets, workshops, fairs, etc.

INVESTMENT CLUB, UNIVERSITÉ CATHOLIQUE DE LOUVAIN

Analyst

Mar 16 to Nov 16 (Belgium)

- Contributed to efforts for club funding, and analyzed/pitched favorable stocks.

KOT-À-PROJET "KAP DÉLICES", UNIVERSITÉ CATHOLIQUE DE LOUVAIN

Active Member

Sep 15 to Jun 16 (Belgium)

- Promoted global cuisine & cooking on campus by organizing events such as cooking for the "Journée de l'Industrie" (450 people spread over 3 days), a roast pig barbecue (250 people), cooking classes, etc.
-

SKILLS, CERTIFICATIONS & HOBBIES



Technical:

- MS Office Suite & Excel (data interpretation)
- Typical functions: SUMIFs, VLOOKUPS, Pivot tables, etc.
- Java, SQL, R (statistics)
- Website development (Wix & Wordpress)
- Google Adwords/Analytics
- Driving License B achieved

Hobbies & Interests:

- Calisthenics, windsurfing
- Surfing, skiing
- Entrepreneurial finance
- Cryptocurrencies
- Reading and travelling