

# Salim KARAM

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## EDUCATION

Sep. 25 – Dec. 26	<b>ESSEC Business School</b> <i>Master in Strategy Management of International Business (M2)</i> (#3 Worldwide QS Ranking)	<i>Paris, France</i>
	<ul style="list-style-type: none"><li>▪ Relevant Coursework: Corporate Strategy, Global Strategic Management, AI &amp; Data Innovation</li></ul>	
Sep. 20 – Dec. 24	<b>ESSEC Business School</b> <i>Master 1 in Global Business Administration (M1) : Graduated Top 12%</i>	<i>Paris, France</i>
	<ul style="list-style-type: none"><li>▪ Relevant Coursework: Strategic Management, Private Equity, Microeconomics, Macroeconomics, Financial Accounting, Mathematics applied to Economics and Finance</li><li>▪ International campus mobility: Spring semester in <u>Singapore Campus</u> (2022)</li></ul>	
Jan. 23 – Jun. 23	<b>King's College London</b> <i>Spring Exchange Semester</i>	<i>London, UK</i>
	<ul style="list-style-type: none"><li>▪ Relevant Coursework: International Business Strategy, Entrepreneurship, Organisational Marketing</li><li>▪ Successfully selected in a <u>Consulting mission</u> through the Organisational Marketing course to present strategic recommendations to companies such as <u>Burberry</u>, <u>Metro Bank</u>, <u>Footprint Digital</u></li></ul>	

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## WORK EXPERIENCE

Feb. 25 – Jun. 25	<b>REMOVALL CARBON</b> <i>Business Development Intern</i>	<i>Paris, France</i>
	<ul style="list-style-type: none"><li>▪ Generated €2M in new business revenue by leading prospecting, client negotiations, and closing deals.</li><li>▪ Prepared 50+ proposals and tenders, directly influencing client acquisition and sales growth.</li><li>▪ Conducted market analysis and competitive intelligence to identify expansion opportunities.</li><li>▪ Supported product and service development, aligning offerings with client needs.</li><li>▪ Represented the company at professional conferences, strengthening industry positioning.</li></ul>	
Jan. 23 – Dec. 24	<b>Crédit Agricole Auto Bank</b> <i>Assistant Brand Manager</i>	<i>Massy, France</i>
	<ul style="list-style-type: none"><li>▪ Delivered competitor benchmarking and strategic insights to the Board, shaping business development in a €9.2B business.</li><li>▪ Analyzed customer, market, and product data to recommend growth strategies and optimize service contracts.</li><li>▪ Monitored and reported on marketing campaigns, ensuring alignment with performance objectives.</li><li>▪ Designed and executed direct marketing campaigns (mailing, email, telemarketing), driving customer engagement.</li></ul>	

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## SKILLS

<b>Languages</b>	French, English and Arabic (native), Spanish (fluent), Portuguese (advanced), Mandarin Chinese and German (notions)
<b>Certifications</b>	<b>Tage-Mage</b> (440, top 2%), <b>IELTS</b> (8/9), <b>Harvard Spreadsheet Modeling Course</b> (Harvard University)
<b>Technical Skills</b>	Office Suite and automation tools, Statista, Global Data, Capital IQ, Photography Software

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## ACTIVITIES & INTERESTS

<b>Photography</b>	Urban, landscape and automobile photography : +1 Million views on <u>Unsplash</u>
<b>Sports</b>	Football (10+ years), running (3-times Half-Marathonian, PR of 1h45), archery and hunting
<b>Cinema</b>	Passionate about cinema, exploring the intersection of storytelling and culture.