

# Martin Bruyelles

+91 89 39 24 83 91

[martin@bruyelles.com](mailto:martin@bruyelles.com)

[www.bruyelles.com](http://www.bruyelles.com)

Seeking an internship in project management  
starting from January 2019

## Experience

---

**KRDS** (digital & social media agency) **Chennai, India** **Since Jun. 2018**  
**JUNIOR BUSINESS DEVELOPER**

- ▶ Searched new clients for KRDS Shanghai and KRDS Paris: WeChat, Weibo, Facebook, Instagram platforms.
- ▶ Made business proposals.
- ▶ Managed key accounts (major brands): social media strategy, brand content operations management, performance analysis.

**B.D.C. Digital Retail Consulting** **Lille, France** **Jun. 2017 – Jun. 2018**  
**JUNIOR DIGITAL & RETAIL CONSULTANT** *(while studying)*

- ▶ Made studies for boards of major retailers to advise on digital strategy & international business development
- ▶ Co-organized the first edition of the Connected Day, a professional event dedicated to digital retail. Key figures: 700 selected attendees, €125k revenue, 30 partners. Performed project management, business development, account management, PR & marketing, and D-day operations.
- ▶ Prepared learning expeditions.
- ▶ Developed B.D.C.'s marketing: newsletters, conferences, flyers, website improvements, social media.

**Human'East** (student association) **Lille, France & Ukraine** **May 2017 – Jun. 2018**  
**PRESIDENT**

- ▶ Prepared a 3-week humanitarian mission in Ukraine: equipping orphanages, boarding schools, pediatric units.
- ▶ Represented the society and raised funds: increased by 130% the overall budget in 1 year.
- ▶ Launched new strategic partnerships with companies, associations, NGO, public authorities.
- ▶ Defined and carried out strategy in the short, medium and long terms: opened a new area of operations in Kharkov, Ukraine; transformed the fundraising strategy.
- ▶ Led 20 students: launched & completed an internal transformation program to modernize and professionalize the society, increased engagement and commitment.

**Groupe L** (social business) **Valence, France** **2012 – 2016**  
**DIGITAL PROJECT MANAGER** *(pro bono)*

- ▶ Launched from scratch and carried out digital strategy: created and managed 5 websites & 3 social media accounts, implemented new IT tools (including Google Suite) for 90 employees.
- ▶ Launched and managed an import service of organic fruits from Spain, using an ecommerce website.
- ▶ Executed business development and marketing strategy: event management, customer relation.

**Various SMEs and associations** **Valence area, France** **2012 – 2016**  
**DIGITAL CONSULTANT** *(freelance / pro bono)*

- ▶ Advised on digital matters.
- ▶ Launched Joomla & WordPress websites and trained users.

**ACVE** (non-profit 2-week summer camp) **Die, France** **2015 & 2016**  
**STAFF TEAM LEADER** *(pro bono)*

## Education

---

**EDHEC Business School** **Lille, France** **Sept. 2016 – May 2020**  
*Leading to a double degree Master In Management (class of 2020)*

**School of Business, Economics & Law** **Gothenburg, Sweden** **2017**  
*1-term exchange program: Marketing & Economics*

**Preparatory Class Camille Vernet** **Valence, France** **2014 – 2016**  
*Intensive course preparing for competitive entry into the Grandes Ecoles: Economics, Mathematics, General knowledge*

**Baccalaureate in Economics & Social Sciences** *with honors* **2014**

## Skills

---

**French:** Mother tongue    **English:** Full proficiency    **Spanish:** Limited proficiency    **Swedish:** Notions, dual culture  
**Digital & IT:** Proficiency on Ms Excel, Google G Suite (migration & back-office), Salesforce, Joomla, WordPress

## Hobbies

---

**Digital & Startups**    **Sailing** (leisure)    **Travelling**    **Economy & society matters**