Martin Bruyelles
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Education

EDHEC Business School **Lille, France** **2016 – May 2020**
MSc in Strategy Consulting & Digital Transformation (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

Professional Experience

B.D.C. (digital & retail consultancy) **Lille, France** **Since Jun. 2017**
JUNIOR DIGITAL & RETAIL CONSULTANT *(while studying, with a leave between Jun. 2018 and Jun. 2019)*

- Advised boards of major retail companies (including Leroy Merlin, Boulanger, Orsay, Auchan) on digital strategy & international expansion.
- 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.

Amazon **Paris, France** **Jan. 2019 – Jun. 2019**
PRODUCT MANAGER – ALEXA

- Ran beta programs in Europe and managed participant recruitment and onboarding, communication, logistics, troubleshooting. Ensured participant engagement throughout the program.
- Evaluated and wrote proposals for feature improvements based on customer feedback and performance metrics.
- Collaborated closely with Program Managers to plan program milestones and report on current program statuses.
- Led projects to improve existing processes and helped the team transitioning to a new organizational model.

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

- Prospection for KRDS Shanghai and Paris offices: WeChat, Weibo, Facebook, Instagram platforms.
- Made business proposals.
- Managed key accounts (DHL, Maître CoQ, L'Oréal): social media strategy, brand content operations management, performance analysis.

Volunteer Experience

Human'East (EDHEC association) **Lille, France & Ukraine** **2017 – 2018**
PRESIDENT

- Prepared a 3-week humanitarian mission in Ukraine: equipping orphanages, boarding schools, pediatric units.
- Represented the society and raised funds: increased the overall budget by 130% in 1 year.
- 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.

Skills

French: Mother tongue **English:** Full proficiency **Spanish:** Limited proficiency **Swedish:** Notions, dual culture
Digital & IT: Proficiency on Ms Excel, Salesforce, Joomla, WordPress, Qualtrics.

Hobbies

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