

Martin Bruyelles

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24 year-old EDHEC graduate with 8-year part-time experience
in consulting, sales, project and product management.

Education

EDHEC Business School <i>MSc in Strategy Consulting & Digital Transformation (class of 2020)</i>	Lille, France	2016 – 2020
School of Business, Economics & Law <i>1-term exchange program: Marketing & Economics</i>	Gothenburg, Sweden	2017
Preparatory Class Camille Vernet <i>Intensive course preparing to competitive entry into the Grandes Ecoles: Economics, Mathematics, General knowledge</i>	Valence, France	2014 – 2016

Professional Experience

B.D.C. (digital & retail consultancy) JUNIOR DIGITAL & RETAIL CONSULTANT	Lille, France	Since Jun. 2017 <i>(while studying, with a leave between Jun. 2018 and Jun. 2019)</i>
<ul style="list-style-type: none">▶ Advised and collaborated with leadership teams of major brands & retail companies (including Leroy Merlin, Boulanger, Orsay, Auchan, FBD Group, Royal Canin) on digital strategy & international expansion.▶ Co-organized the 1st and 2nd edition of the Connected Day, a professional event dedicated to digital retail. Key figures: 700 high-profile attendees, €150k revenue, 30 partners. Performed project management, business development, account management, PR & marketing, and D-day operations.▶ Developed B.D.C.'s marketing: newsletters, conferences, flyers, website improvements, social media.		

Amazon PRODUCT MANAGER INTERN – ALEXA	Paris, France	Jan. 2019 – Jun. 2019
<ul style="list-style-type: none">▶ Ran beta programs in Europe to improve performance and CX of Alexa devices and features. Managed participant recruitment and onboarding, communication, logistics, troubleshooting. Ensured participant engagement throughout the programs.▶ Collaborated closely with Program Managers to plan program milestones and report on current program statuses.▶ Measured customer feedback and performance, proposed feature improvements and made go-to-market recommendations.▶ Led projects to help the department transitioning to a new organizational model.		

KRDS (digital & social media agency) JUNIOR BUSINESS DEVELOPER	Chennai, India	Jun. 2018 – Nov. 2018
<ul style="list-style-type: none">▶ Prospection for KRDS Shanghai and Paris offices: WeChat, Weibo, Facebook, Instagram platforms.▶ Made business proposals and managed key accounts (DHL, Maître CoQ, L'Oréal): social media strategy, brand content operations management, performance analysis.		

Volunteer Experience

Jerome Gayet Foundation STEERING COMMITTEE MEMBER	Lille & Paris, France	Since 2019
Human'East (EDHEC association) PRESIDENT	Lille, France & Ukraine	2017 – 2018
<ul style="list-style-type: none">▶ Prepared and led a 3-week humanitarian mission in Ukraine: equipping orphanages, boarding schools, pediatric units. Developed a new area of operations in Kharkov, Ukraine.▶ Led 20+ students and ran a large transformation plan within the association (fundraising strategy, projects, org chart, daily operations, goals & KPIs, digital, etc.): developed volunteers' engagement and commitment, increased overall budget by 130% in 1 year, launched new projects.		
Groupe L (social business) DIGITAL PROJECT MANAGER <i>(pro bono – while studying in high school and preparatory class)</i>	Valence, France	2012 – 2016
<ul style="list-style-type: none">▶ Advised leadership on digital transformation (change management, resistance to change, etc.).▶ Launched and carried out a digital strategy: created and managed 5 websites (including 1 ecommerce website) & 3 social media accounts, implemented new IT tools (including Google Suite) for 90 employees.		

Skills

French: Mother tongue **English:** Working proficiency **Spanish:** Limited proficiency **Swedish:** Notions, dual culture
Digital & IT: Proficiency on Ms Excel, WordPress, Qualtrics, JIRA, Google Analytics, PowerBI, Salesforce, Hubspot.

Hobbies

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