



French National

Work Visa - B Category - Assistant Manager

Dynamic and client-focused hospitality and marketing professional with extensive experience in luxury hotel management, digital marketing, and financial advisory. Proven track record in elevating guest experiences, driving revenue through strategic event planning and digital engagement, and optimizing client relationships for high satisfaction and retention. Multilingual with a strong adaptability to diverse cultural environments, brings a unique blend of operational expertise and marketing acumen, ready to contribute to a prestigious establishment's growth and innovation in the Chinese luxury sector.

29 years old

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LANGUAGES

- French ★★★★★
Mother language
- Italian ★★★☆☆
Limited working

- English ★★★★★
Professional
- Chinese ★☆☆☆☆
Elementary (learning)

SKILLS

Hospitality & F&B

- ▶ Marketing strategy
- ▶ Event management
- ▶ Finance
- ▶ Human resources
- ▶ Hospitality management
- ▶ Revenu management



Business

- ▶ Digital Marketing
- ▶ Corporate Finance
- ▶ Corporate reputation
- ▶ Revenue management
- ▶ Economy
- ▶ Geopolitics
- ▶ Business Analysis



Computing | Office automation

- ▶ Office
- ▶ Homing
- ▶ WordPress, Shopify, Prestashop
- ▶ Protel
- ▶ SEMRUSH
- ▶ AI Tools
- ▶ SMM Tools
- ▶ Video edition (Filmora)



EXPERIENCES

Associate wealth manager

Hexagone Capital - August 2024 to October 2024 - Full-time - Shanghai - China



- ▶ *Hexagone Capital is a multinational wealth management firm based in Paris, with a Shanghai presence, offering financial planning and investment advisory services for families and executives.*
- ▶ **Client Conversion & Strategy:** Achieved a 30% conversion rate of prospects to meetings through strategic communication and personalized financial planning.
- ▶ **Financial Performance:** Delivered a total YTD advisory value of €2,880, with an average monthly delivery of €1,270, underscoring strong advisory capabilities.
- ▶ **Business Development:** Expanded client reach through targeted outreach and networking, generating substantial leads and optimizing CRM processes to boost client satisfaction and retention.

Hotelier and Marketing developer

Château des Comtes de Challes - November 2021 to May 2023 - Full-time



- ▶ *Château des Comtes de Challes: 15th-century castle hotel in France, featuring luxurious accommodations, a gastronomic restaurant, and 7 MICE facilities.*
- ▶ **Hospitality Management:** Oversaw daily operations, handling guest inquiries and administrative tasks, delivering a premium experience in a historic luxury setting.
- ▶ **Event Leadership:** Organized and executed wine tastings and special events for over 80 guests, achieving a 33% purchase rate and significant event revenue.
- ▶ **Sales and Marketing Growth:** Developed digital marketing strategies resulting in 150+ orders and €18,000+ revenue, increasing website traffic by 102% and basket value by 35%.
- ▶ **KPI Optimization:** Conducted a comprehensive KPI audit, boosting sales by 20%.

Digital Marketing Development

Cinier-B Laboratoires - October 2020 to August 2021 - Apprenticeship



- ▶ *Cinier-B Laboratoires: French company specializing in 100% natural and organic aromatherapy products.*
- ▶ **B2B and B2C Growth:** Led the development of B2B and B2C digital platforms, generating a 12% income increase and successfully launching SEO initiatives with a 350% improvement in keyword ranking.
- ▶ **Campaign Execution:** Drove a 60% sales surge in one weekend through targeted social media campaigns and effective brand positioning.

Front desk operations

Mas de La Fouque - October 2019 to September 2020 - Apprenticeship



- ▶ *Mas de la Fouque: luxurious boutique hotel in Camargue Nature Reserve, 10 minutes from Saintes-Maries-de-la-Mer.*

- ▶ **Guest Relations & Service:** Managed guest check-ins, reservations, and complaints, ensuring a seamless front desk experience in a luxury boutique setting.

Manager of a tourist establishment (traineeship)

Château des Comtes de Challes - January 2018 to October 2019 - Apprenticeship



- ▶ *15th-century castle hotel in Challes-les-Eaux, France, with luxurious accommodations and 7 MICE facilities.*
- ▶ **Event Coordination:** Organized large-scale events, including a team-building retreat and a Christmas market project, enhancing the hotel's brand appeal.
- ▶ **Management:** Played a key role in achieving a three-star rating for the hotel and
- ▶ **Sales:** securing high-value event bids, including a €40K MICE contract.
- ▶ **F&B:** Curated innovative restaurant menus and ensured excellent service for weddings and events.

Marketing Assistant

Geoffroy & Fils - September 2016 to March 2017 - Apprenticeship

- ▶ *Geoffroy & Fils: wholesale food distributor in La Ravoire, France, serving the foodservice industry for over 30 years.*
- ▶ Engaged with ~500 customers/month across 3 provinces, focusing on satisfaction and new offerings.
- ▶ Conducted 3 product demonstrations, showcasing features and addressing objections effectively.

Marine Rifleman | Operational Reserve

Marine Nationale - September 2013 to October 2015



Fusilier Marin are French Navy commandos who are trained to fight on land, at sea, and in coastal regions.

COURSES

Master of Business Administration (MBA) in Hospitality Management

VATEL | SUZHOU

June 2023 to June 2024

Top-ranked hospitality program (#11 in QS WUR Ranking)

Bachelor of International Business Administration

MONTPELLIER BUSINESS SCHOOL

October 2020 to July 2021

AACSB, EQUIS, AMBA

Tourist Establishment Manager

MONTPELLIER BUSINESS SCHOOL

October 2017 to July 2020

INTERESTS

Travel

France, Italy, Spain, Germany, UK, China (Panjin, Beijing, Shanghai)

Music

Guitar for 7 years

Sports

- ▶ Ski (Gold star level),
- ▶ Horse riding
- ▶ Military martial system, Judo