

Mathéo Francou

Business Development & Partnerships | MBA | Former NCAA D1 Athlete
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SUMMARY

MBA graduate with a strong foundation in business development, marketing operations, and revenue support. Former NCAA Division 1 student-athlete, bringing a disciplined, results-driven mindset and the ability to perform in high-pressure environments. Comfortable working across sales, marketing, and operations to support growth initiatives, partnerships, and business performance.

CORE SKILLS

Business Development & Lead Qualification • Marketing & Branding • Revenue & Growth Support • Market Research & Data Analysis • Cross-functional Collaboration • Project Coordination & Execution • Leadership

EXPERIENCE

Partnerships & Operations Assistant 2022–2023

US Orléans – Professional Football Club, France

- Strategically managed a portfolio of 15+ corporate partners, ensuring successful contract fulfillment
- Coordinated digital communication campaigns across web and social channels contributing to +25% audience growth and +12% website traffic over six months
- Executed game-day activations for professional match events with 40k+ cumulative audience
- Developed strong execution and communication skills in a high-pressure, public-facing setting

Admission & Sales Representative 2021- 2022

ISC Paris Business School, France

- Drove business growth by conducting 200+ weekly outbound touches (calls, emails, LinkedIn)
- Achieved a 6-8% conversion rate, generating 8-12 qualified meetings per week for the admissions team
- Managed 200+ records within CRM systems, ensuring data integrity and optimizing follow-up cadences
- Represented the institution at fairs and events, answering questions and building trust with stakeholders

NCAA D1 Student-Athlete 2024–2025

University of Central Arkansas, USA

- Balanced full-time MBA coursework (4.0 GPA) with NCAA Division I athletic commitments
- Developed discipline, adaptability, and feedback-driven improvement in a competitive environment
- Member of the 2025 ASUN Conference All-Academic Team, and 2024 ASUN finalist

EDUCATION

Master of Business Administration (MBA) – 4.0 GPA 2025

University of Central Arkansas, USA

Bachelor's Degree in Management 2023

ISC Paris Business School, France

ATHLETICS & LEADERSHIP

Semi-Professional Soccer Player - Lubbock Matadors, NPSL Conference Champion 2025

Professional Training Environment - US Orléans Academy, Ligue 2 2019–2024

ADDITIONAL INFORMATION

Languages: French (Native), English (Fluent), Spanish (Basic)

Work Authorization: Legally authorized to work in the U.S. (F-1 OPT / EAD holder)