

# Remy POYEN

Looking for a 6-month Internship abroad in Strategy department

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## EDUCATION

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**ESCP BUSINESS SCHOOL** *Graduated March 2025* **Berlin, Germany / Paris, France**  
Master Degree in International Sales Sep 2022 - May 2024

- **Core course** - Strategic Management, Sales technique, Pricing, Customer behavior, Management control

**BBA INSEEC** **Bordeaux, France**  
Bachelor's Degree Business Administration Sep 2018 - Jun 2022

- Master 1 : International finances specialization

**PXL UNIVERSITY** **Hasselt, Belgium**  
Erasmus Program in Business Management Sep 2020 - Feb 2021

- **Specialization in Digital Marketing:** Integral Business Strategy / Risk Management & control / SEO / SEA / CRM

## PROFESSIONAL EXPERIENCE

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**COLORSxSTUDIOS** **Berlin, Germany**  
Junior Consultant Nov 2023 - Feb 2024

- Conducted Market analysis to identify revenue growth opportunities
- Developed expansion strategies focused on distribution and revenue diversification through intellectual property
- Created strategic social media publications aligned with market trends to enhance brand visibility

**CHAMBER OF COMMERCE & INDUSTRY** **Bordeaux, France**  
Project Management & Financial Diagnosis Assistant Jan 2022 - Jun 2022

- Analyzes profitability and financing for 10 small businesses, including detailed business plan development (cash flow forecast, P&L)
- Organized event to strengthen partnerships with African Chamber of Commerce and Business
- Performed competitive intelligence and business development for ChamberSign identifying market growth opportunities

**AIRPORT OF BORDEAUX MERIGNAC (ADB)** **Bordeaux, France**  
Financial Audit & Accounting Assistant Jun 2021 - Aug 2021

- Prepared weekly cash flow forecast and managed accounts receivable to ensure financial fluidity
- Verified and validated supplier invoices and monitored bank transaction to ensure financial accuracy

**THE CARIBBEAN SUPPLIER (BAT DISTRIBUTOR)** **Martinique & Guadeloupe, DROM**  
Trade Marketing Executive Jul 2020 - Sep 2020

- Analysis and optimization of financial and marketing strategies per POS
- Organization of multiple B2B events (up to 250 clients) to strengthen customer loyalty
- Development and implementation of a website and product catalog
- Expansion of client and partner base through targeted sales strategy
- Brainstorming and creation of a prototype for a web application
- Brand activation (vuse)

**BRITISH AMERICAN TOBACCO (BAT)** **Heredia, Costa Rica**  
Trade Marketing & Distribution Assistant Jan 2020 - Apr 2020

- Optimize sales representatives visit frequencies per POS to maximize market coverage and shorten visit duration
- Restructured route plan for 12 sales representatives bases on the frequency analysis, improving operational efficiency
- Designed a partner product catalog (+ 100 products) and created an online ordering platform, facilitating product access and boosting sales

## LEADERSHIP EXPERIENCE

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**ASSOCIATION CONSULTANT** Sep 2020 - Jun 2022

- Assisting developing & managing BBA & Master Student Association activities

**PRESIDENT OF STUDENT OFFICE INSEEC** Sep 2018 - Jun 2020

- Team management (30 people), responsible for multiple events (up to 2 400 people), Budget management (gain 7000€ over the mandate).

## SKILLS & PERSONAL

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- Languages: French (native), English (fluent), Creole (fluent), Spanish (basic)
- IT: Pack Office, Slack, social networks, Shopify, SAP, BackOffice, Mercanet, Domaniale, Thales.
- Sport: Surfing (Martinique Junior Champion 2016), golf, skiing, windsurfing, kitesurfing, rugby, tennis.
- Travels: Vietnam, England, Caribbean, Canada, Germany, Italy, Marocco, United States, Check Republic, Spain