

## Hugo Escafit

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Motivation and curiosity are the keys to success.

### Education

**Communication and Publicity Superior School (ISCOM)** Toulouse, FR  
Master in Marketing and International Communication June 2022  
Relevant Coursework: political and public communication, marketing strategy, business analytics.

**International Commerce Institute (ICD)** Toulouse, FR  
Master in Management and Marketing in Finance June 2021  
Relevant Coursework: marketing strategy, advertisement, financial analysis, perf. management.

**French School of Asset Management (EFAB)** Lille, FR  
Bachelor in Asset Management June 2019  
Relevant Coursework: financial marketing, financial law, banking and insurance fundamentals.

### Experience

**Euronext, European Stock Exchange** Brussels, BEL  
Pan-European Marketing Officer March 2024 - Present

- Conduct planning and execution of marketing campaigns for Equity, Debt, and Funds strategies.
- Manage diverse sales and marketing materials creation for listed and non-listed companies.
- Produce content for business development and partnerships.
- Provide event support and coordinate international conferences/seminars.
- Operated in 7 markets in 2023, 64 IPOs, €2.5M raised, and over €50M market capitalization.

**Mergify** Paris, FR  
Marketing Coordinator Sept 2022 - Feb 2024

- Developed and implemented a B2B product-led growth strategy for a technical SaaS product.
- Created acquisition campaigns (SEO, SEA, mailing, ads, etc.), ROI analysis.
- Managed 200+ sales and marketing materials creation for business development and partnerships.
- Coordinated attendance at international events (USA, Europe).
- +40 % monthly recurring revenue, +30 % paying users, 30+ partnerships, 10+ events.

### Leadership & Activities

**Google DevFest Event** Toulouse, FR  
Marketing Lead, Board Member Oct 2022 - Present

- Occitanie's largest software engineering conference: 750+ attendees, budget +140 k €, +40% followers, pass sales < 3 days, 20+ sponsors (Thales, Airbus, Renault, etc.).

**Legislative elections for French citizens living abroad** Paris, FR  
Campaign assistant April 2023

### Skills & Interests

Technical: WordPress, GG Analytics, Creative Cloud, Python, HTML, CSS, Salesforce, Power BI.

Language: French (native), English (fluent), Spanish (intermediate)

Interests: Painting, Reading, Running, Climbing