



I start by understanding how an organisation really works, and I turn that into something that works, can be measured, and can be handed over. Swiss national, available immediately at 80 or 100%, French and English at professional level.

Professional experience

Client follow-up, method & operations manager

2026 - present **NEXEL** | Bulle FR, Switzerland

- Phone prospecting and client meetings, in person and by video call: **395 companies** **prospected**, **21 meetings** **booked** out of the 188 where I reached someone, and **4 contracts** **signed** out of the 11 meetings I led.
- Structured the CRM and coordinated sales follow-up across the **four members** of the team.
- Qualified inbound requests and scoped client needs before handing them over to the technical team.

Sales advisor & point-of-sale management

November 2025 - April 2026 **Nahrin SA** | Balexert, Geneva

- Welcome, advice and direct sales on a permanent stand in a shopping centre, running the point of sale day to day with full autonomy.
- Built, on my own initiative, the management tools the job lacked: revenue per channel, average basket, stock turnover and expiry date tracking.
- Restocking and orders decided on figures rather than impressions.

Head of prospecting & data operations - independent contract

June 2025 - October 2025 **BP Corp** | remote

- Built the full qualified-data production chain: sourcing, cleaning, qualification, quality control, delivery and operating documentation.
- **600,000+ rows** processed and **4,000 to 5,000 contacts** delivered at over **95% completeness**.
- Ran an AI automation test, then recommended, with the figures, suspending it where quality still required human judgement.
- Contact quality measured on the client's campaigns: open rates of **67 to 100%** and click rates of **67 to 88%** depending on the vertical.

Business Developer & project manager

August 2023 - December 2024 **Furinkazan SA** | Renens VD

- Followed **30+ projects** in parallel, with up to **15 contributors** across in-house teams, manufacturers and subcontractors: schedules, deadlines, follow-ups and minutes.
- Led the international launch of a mobile game with a remote English-speaking development team: **13+ test cycles**, **150+ beta testers** and a single bug log.
- Coordinated a figurine range from concept to shop: art direction, 3D modelling, production constraints and painting partner.
- Built the sales portfolio from scratch: **100+ companies** contacted, **15+ leads** taken to an advanced stage, proposals scoped **up to CHF 200,000**.

Digital projects & operations coordinator - internship

September 2021 - February 2022 **Aptimea** | **LCGR Group** | Lancy GE

- The link between users, the subject-matter expert, the developer and management on a training platform.
- Ran webinars end to end and wrote around 30 Mailchimp newsletters.
- **30+ webinars** coordinated, **50+ users** supported, database cleaned from 2,000 rows to **300 properly qualified**.

What I leave behind

- Shared, up-to-date, readable tracking
- Procedures and operating guides
- Decisions recorded, not retold
- Costed proposals, followed through

Where I am useful

1. Project coordination

Several trades have to deliver together

2. Operations & support

Day-to-day work runs on scattered files

3. Business development

A market has to be opened cold

The common thread. no useful information stays in one head. It ends up in a document someone else can read.

Skills

Coordinate

- Interface between trades
- Breakdown & prioritisation
- Deadlines held through to delivery

Operate

- Case & deadline tracking
- Data reliability
- Procedures & handover

Develop

- Cold prospecting
- Needs qualification
- Costed proposals

Tools

- Excel & Google Sheets
- Trello, Notion & Asana
- Folk, Podio
- Python for automation

Languages

- French - native
- English - professional
- Spanish - intermediate

Additional experience

Simulated patient - health sciences exams

Since Oct. 2025 **Centre interprofessionnel de simulation (CiS)** | Geneva

- Playing standardised clinical scenarios in exams for UNIGE, HEdS and the Geneva University Hospitals; 10 to 12-hour days under confidentiality constraints.
- Replaying the same scenario rigorously for every candidate to keep the exam fair; structured feedback to students depending on the format.

Graphic design & art direction - freelance and entrepreneurial project

March 2022 - July 2023 **Aura, Elec Energie Plus, Geccy** | France & Switzerland

- Complete brand identities for SMEs and entrepreneurial projects: gathering needs, concepts, client iterations and delivery of final files, from logo to print.

Project & strategy assignment - IT start-up

2020 - 2021 **Incirrata** | Le Havre, France

- Market study, financing plan and structuring of the business project.

Summer assistant - production & data

July 2016, July 2017 and Aug.-Sept. 2018 **Rolex SA** | Geneva

- Watch assembly, watchmaking training and case assembly in a controlled environment; data updates and support for the CRM migration in the global service department.

Sales & customer advice - student jobs

2017 - 2019 **Conforama & Darty** | France

- Advice, sales, restocking and stock tracking in high-footfall environments.

Education & certifications

Master in Business - Digital Entrepreneurship

EM Normandie, France | 2018 - 2022

Project management, business development, digital marketing. Erasmus in Poland in 2020. Organised a 300-guest gala with a EUR 30,000 budget.

BTS in Retail Management, two-year degree

Saint Charles, France | 2016 - 2018

Management, accounting, marketing and customer relations.

Business Growth in ICT & Sales Academy Fast Track

Venturelab / EPFL Innovation Park, Lausanne | 2023

Growth strategy, sales process and start-up operations.

Key figures

30+

projects run in parallel

15

contributors on one project

600k+

rows of data processed

100+

companies prospected

How I work

1. Clarify

- Restate the need with whoever owns it
- Identify constraints and stakeholders

2. Structure

- Break down, prioritise, document
- Build tracking that reads without explanation

3. Move it forward

- Coordinate, test, fix, deliver
- Follow up without friction

4. Hand over

- Formalise decisions and procedures
- Make the system reproducible

Work that only its author can check is not finished.

Supporting documents

Rolex SA

Certificate covering three summer assignments in production.

Aptimea SA

Recommendation letter highlighting autonomy, reliability and the management of several projects.

Furinkazan SA

Employment certificate covering sixteen months of project management, partnerships and coordination.

Diplomas and further references available on request.