

Clément Mathieu

Digital Marketing · Business Development · AI Automation

Final-year business student on a work-study programme – Grenoble Ecole de Management

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Final-year Bachelor in Management student at Grenoble Ecole de Management, on a work-study programme at SATA Group, operator of the Alpe d'Huez ski area, and founder of Aurem Agency, a digital agency. Combines digital marketing with hands-on technical skills: WordPress websites, search engine optimisation (SEO), competitor benchmarking and AI-driven process automation (n8n, Claude). Seeking a Master's-level work-study position or internship from September 2027.

WORK EXPERIENCE

Aug 2026 – Present **Digital Marketing Assistant (work-study)** – SATA Group (semi-public company operating the Alpe d'Huez ski area), Alpe d'Huez, France

- Benchmark the digital and marketing performance of 17 French and international ski resorts: online ticketing, checkout funnels, terms and conditions, insurance, visibility and customer reviews.
- Designed a ski-pass cancellation option covering competitor analysis, a scenario-based business model, the purchase journey and the legal framework; delivered as a 16-section report and a 31-slide presentation.

Apr 2026 – Present **Founder – digital agency (self-employed, alongside studies)** – Aurem Agency, Grenoble, France

- Run a digital agency for small businesses and non-profits: WordPress websites, SEO, online advertising (Google Ads, Meta Ads) and AI automation.
- Delivered projects for 2 clients: website rebuild and hosting migration for a construction firm; 8-page digital audit and WordPress website for a car club (pro bono).
- Built the technical stack: virtual private server (VPS), Docker, self-hosted n8n, Claude and OpenAI APIs.
- Created a 12-module WordPress/Divi training course for clients; published weekly LinkedIn content for 17 weeks.

May 2026 – Jul 2026 **Digital Marketing & Communications Intern** – BMB Group 38 (construction and energy-efficiency renovation network), Isère, France

- Created the full visual identity (logo, colour palette, typography) in Figma and Canva, then designed and launched the company website (about 10 pages) on WordPress and Divi 5.
- Improved search visibility through keyword research (Google Keyword Planner), on-page SEO (Rank Math) and a Google Business Profile; launched the company LinkedIn page.
- Automated quote generation with an n8n webhook workflow, cutting preparation time from about 30 to 5 minutes per quote.
- Trained the managing director in generative AI (Claude, Gemini) and in running the website independently (WordPress, Hostinger).

2025 – 2026 **Artist Manager** – KVP (hard techno DJ)

- Handled most of a DJ's career: communications and social media (Instagram, TikTok), video editing, event visuals and posters, gig sourcing and bookings.

May 2025 – Jul 2025 **Marketing Assistant Intern** – DBE – Dynamics Business Excellence (operational excellence consultancy), Grenoble, France

- Managed social media with Hootsuite and built a three-month editorial calendar.
- Maintained customer records in Microsoft Dynamics 365 CRM and produced corporate communication materials.

Jul 2025 – Aug 2025 **Sales Associate** – Mango, Grenoble, France

- Advised customers, handled visual merchandising and contributed to store sales targets.

ADDITIONAL EXPERIENCE

Jul 2024 – Aug 2024 **Store Assistant** – Intermarché, Bresson, France

Jan 2024 – Feb 2024 **Site Worker Intern, structural surveying (BUT first year)** – Structural survey company, La Tour-du-Pin, France

Jul 2023 – Aug 2023 **Store Assistant** – Super U, Collombe, France

EDUCATION

Sep 2024 – 2027	Bachelor in Management (expected 2027) – Grenoble Ecole de Management (GEM), Grenoble, France State-recognised bachelor's degree (grade de licence), 180 ECTS, EQF level 6 (RNCP 38755) · Triple-accredited: AACSB, EQUIS, AMBA Year 3: Digital and Business Development track on a work-study programme (3 weeks in company / 1 week at school) · Specialisation: Business Development & Entrepreneurship Relevant coursework: digital marketing, key account sales and negotiation, data and business analytics, customer experience, business planning and financial forecasting
Jan 2026 – Mar 2026	Exchange term – international marketing and strategy – WU Vienna (Vienna University of Economics and Business), Vienna, Austria
Sep 2023 – Jun 2024	University Bachelor of Technology (BUT) in Civil Engineering, first year – IUT1 Grenoble, Université Grenoble Alpes, Grenoble, France
2023	French Baccalauréat, technological track (STI2D), with honours (mention assez bien) – Lycée Pierre Termier, Grenoble, France

LEADERSHIP & ACTIVITIES

Sep 2024 – 2026	Head of Communications – GEM ONU (GEM Model United Nations society) Led the society's communications for two years: editorial calendar, event visuals and videos, coordination of a 3-person team.
Sep 2025 – 2026	Communications Team Member – AvantGarde GEM (GEM fashion and luxury society) Designed visuals and contributed to the association's editorial line for one year.
Nov 2025	Delegate – COMPIMUN (international Model United Nations conference), Madrid Negotiated, spoke in debate and drafted resolutions in a multicultural setting.

SKILLS

Digital marketing	SEO, Google Search Console, Google Keyword Planner, Rank Math, Google Business Profile, Google Analytics, SEM (Google Ads), Meta Ads, content creation, social media (LinkedIn, Hootsuite), email marketing (Mailchimp), competitor analysis and market research, customer journey and conversion funnel
AI & automation	n8n (workflow automation, webhooks, APIs), Claude and OpenAI APIs, Claude Code, ChatGPT, Gemini, prompt engineering, Docker, Git/GitHub
Web & CMS	WordPress (Divi 5), Hostinger, Shopify, Wix
Design & video	Figma, Canva Pro, Adobe Premiere Pro, Adobe Lightroom, CapCut Pro
Business	lead generation, cold outreach, negotiation, CRM (Microsoft Dynamics 365), business planning, financial forecasting, project management, reporting
Office tools	Excel (pivot tables), Google Workspace, Microsoft 365
Technical design	AutoCAD, Revit, SolidWorks

ADDITIONAL INFORMATION

Languages	French: Native · English: B1 (CEFR), certified by GEM, 2025 · German: A2 (CEFR)
Certifications	Sales and negotiation training (cold calling, objection handling, closing) – Factorial, Jun 2025
Interests	alpine skiing (advanced technical level), road cycling, downhill mountain biking, strength training · architectural photography, video production and editing · behavioural psychology, geopolitics
Other	EU citizen, full right to work in the EU · Full EU driving licence (category B)