



# ANTOINE DUBUS

+33 6 68 59 88 62 📞

antoine.dubus@outlook.com ✉️

22 years old - Driving license 🚗

**Sport addict, passionate by new technologies and innovation, I'm a challenge taker ready for new adventures.**

## SKILLS

### Soft skills :

- Adaptable
- Competitor & Ambitious
- Strategist
- Creative
- Team Player
- Curious & Open Minded
- Listener
- Stress Tolerant

### Hard skills :

- Excel & PPT Advanced Skills
- Digital Analytics
- Photoshop
- HTML, CSS, Javascript, Ruby

## LANGUAGES

- 🇫🇷 **French** - Native language
- 🇬🇧 **English** - Fluent - C1 - TOEIC 950
- 🇪🇸 **Spanish** - Academic level

## ASSOCIATION, STUDENT JOBS

International Club - IESEG  
Digital Strategy & Growth Hacking

Treasurer at BDE - ISTC  
Budget Management: 30 000€

Holiday Center Activity Leader  
BAFA - 3 years - Teenagers

## PASSIONS

- 🏃 **SPORT ADDICT**  
15 years of Soccer  
Running, Workout, Racket sports
- 🖥️ **NEW TECHNOLOGIES** - Digital
- 🎥 **VIDEO** Production and editing
- 👨‍💻 Learning **WEB DEVELOPMENT**

## WORK EXPERIENCES

### - **DECATHLON** **STRATEGIC ANALYST**

11 months - August 2017 to July 2018  
France

Collaborating on strategic studies for Decathlon Group shareholders  
Market research, strategic monitoring on innovation and new business models  
Sporting goods market analysis and forecasts - Competition analysis  
Identification of market opportunities and good practices

### - **PUMA GROUP**

6 months - Jan to July 2017  
Germany

#### **ASSISTANT PRODUCT LINE MANAGER**

Apparel Product Line Management : 6 lines - 250 references - 73M€  
Providing analysis of forecast figures and purchase orders (monthly reports)  
Innovation Research Projects: Market Strategies & Product innovations  
Creation of a new automated analysis tool

### - **ADEO**

6 months - June to Dec. 2016  
France

#### **BRAND PROJECT MANAGER**

Product performance analysis and projects implementations  
Multiple projects management and KPI's establishment / management  
Animation of 3 international product developments in plumbing, electricity and IoTs - Product Data Management & International presentations  
Leading User Experience Workshops about IoT and the House of tomorrow

### - **CONCEPT & SIGNES**

4 months - May to August 2015  
France

#### **RETAIL PROJECT MANAGER**

Participating in the creation process of retail design strategies  
Project Management & creation of Retail Strategy for 2 accounts  
Creation of the digital communication strategy for the agency  
Market Research : Innovations & New technologies applied to the retail

### - **ETIQ CREATION**

3 months - May to July 2014  
France

#### **ASSISTANT E-COMMERCE**

e-Product management on the website & sales analysis on 120 references  
E-Commerce development strategy - Website diagnostic  
Communication strategy : Press Relations - Newsletter - Emailing - Mailing

### - **BOULANGER**

3 months - May to July 2014  
France

#### **CUSTOMER ADVISOR**

Advising clients - product knowledge & new sales proposals

## EDUCATION

### **IESEG SCHOOL OF MANAGEMENT**

2015 - 2018

Master Programme Grande Ecole - Business Strategy, Marketing & Innovation  
AMBA, AACSB & EQUIS Accreditations

### **ISTC**

2012 - 2015

Bachelor in Law Economy Management - Marketing Track

### **UNIVERSITY OF OTTAWA**

2014

Exchange Program in Canada - Marketing Track

### **INSTITUT D'ANCHIN** - Baccalauréat in Science (++)

2009 - 2012