

THOMAS ROUAUD

DIGITAL MARKETING, TRANSFORMATION & CHANGE



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RELEVANT WORK EXPERIENCE

STRATEGIC DEVELOPMENT & MARKETING MANAGER - Executive Education HEC Lausanne

Feb 2019 - Now

The Executive Education HEC Lausanne is an education platform offering various kind of academic programs for executives. As a strategic development and marketing manager, I am in charge of the following tasks:

- Development and implementation of the global marketing strategy
- Sales of our continuing education programs (revenues x2.2)
- Strategic project management, including digital transformation (Website, CRM, LMS, etc.)

DIGITAL MARKETING PROJECT MANAGER - Executive Education HEC Lausanne

Nov 2016 - Jan 2019

Before being strategic development and marketing manager, I began as a student assistant alongside my studies and became afterwards digital marketing project manager in charge of the following tasks:

- Planning and executing all the digital marketing activities (SEO, email, etc.)
- Auditing and developing the existing digital marketing environment
- Collaborating with the marketing team and agencies to promote the brand

DIGITAL MARKETING MANAGER - Share A Dream

Dec 2015 - Aug 2016

Share A Dream is a start-up company created in 2015 which aims to match little-known and impactful NGOs with people and companies around the world. I helped the company during the first months of its growth by:

- Implementing a digital environment (web, email, social media, etc.)
- Maintaining our social media presence across all digital channels
- Planning and measuring digital marketing campaigns

FOUNDER AND DIRECTOR - Weasy Life Agency

Aug 2009 - Aug 2012

Weasy Life Agency was a start-up company which was specialized in designing digital marketing solutions (web, email, social media, etc.). With two different profiles and skills my partner and I were complementary. Consequently, I was in charge of the following tasks:

- Overseeing all operations and business activities (HR, Accounting, etc.)
- Developing commercial strategies to accelerate growth
- Understanding customers to ensure their needs are being met

COMMERCIAL APPRENTICESHIP - PwC

Aug 2006 - Jul 2009

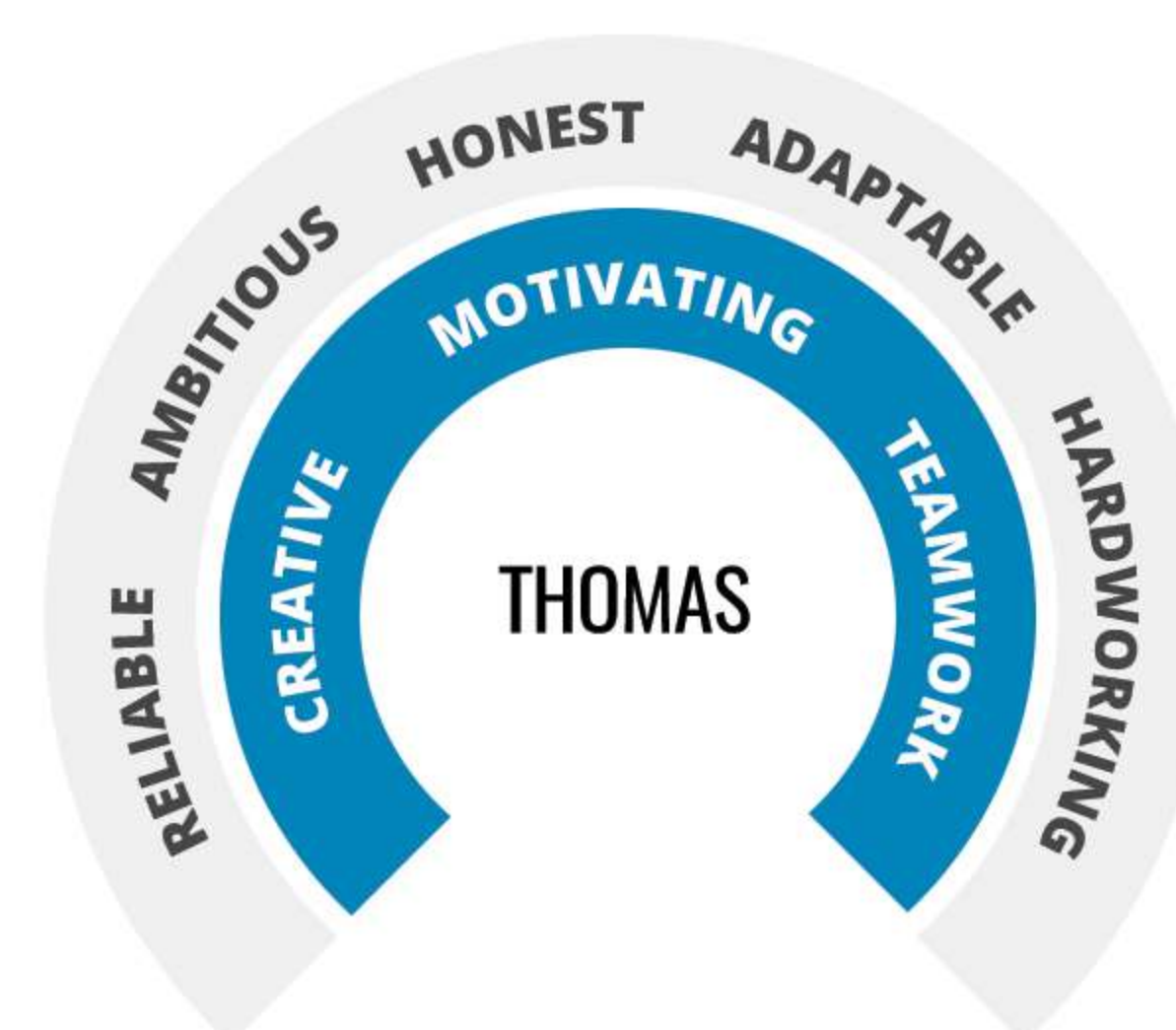
PricewaterhouseCoopers is a multinational company offering audit and advisory services. I was hired as an apprentice in order to validate the theoretical knowledge obtained during my courses. I was in charge of the following tasks:

- Organizing the office and assisting associates with administrative processes
- Using "back-office" computer systems (SAP, Client First, etc.)
- Organizing Marketing Events (CRM, seminars, trainings, etc.)

ABOUT ME

I am Thomas Rouaud, a former HEC student always looking for new challenges. After 10+ years experience, I am particularly interested in digital marketing, digital transformation or change management.

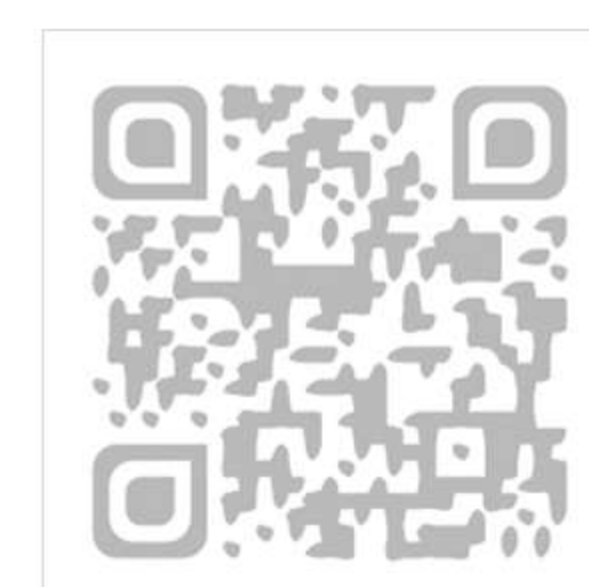
SOFT SKILLS



INTERESTS

DIGITAL MARKETING
B2C COMMUNICATION
SOCIAL MEDIA CRM SEO
PROJECT MANAGEMENT WEB
DIGITAL TRANSFORMATION
CUSTOMER RELATIONSHIP MANAGEMENT
PAY-PER-CLICK (PPC)
CHANGE MANAGEMENT
MOBILE WORDPRESS

INTERNATIONAL EXPERIENCE



FOR MORE INFO:

LinkedIn

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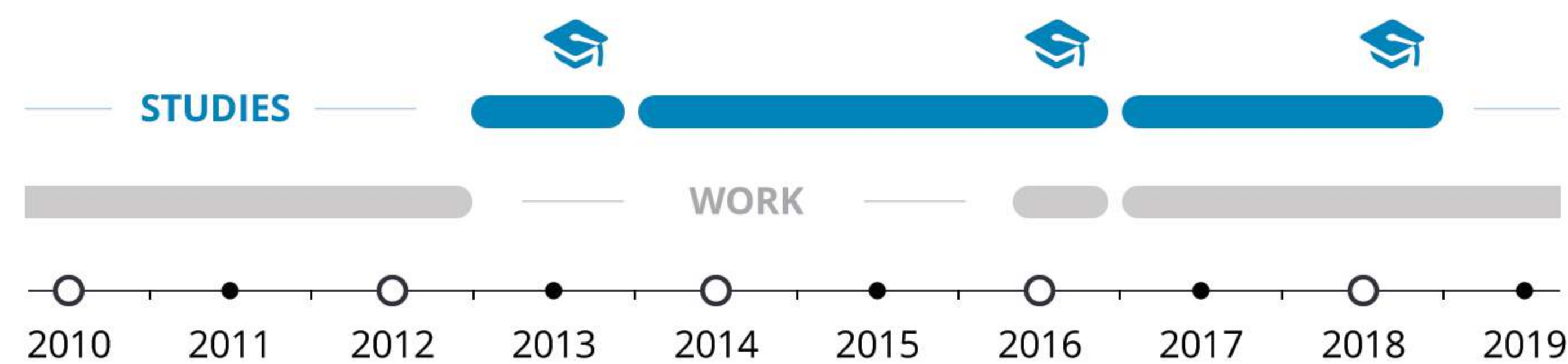
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EDUCATION

- **MASTER OF SCIENCE IN MANAGEMENT (MScM)** 2016-2018
University of Lausanne - Faculty of Business and Economics (HEC)
- **BACHELOR OF SCIENCE IN MANAGEMENT (BScM)** 2013-2016
University of Lausanne - Faculty of Business and Economics (HEC)
- **PASSERELLE DUBS** 2012-2013
Gymnase Provence
- **MATURITÉ PROFESSIONNELLE COMMERCIALE (MPC)** 2006-2009
École Professionnelle Commerciale de Lausanne (EPCL)
- **CERTIFICAT FÉDÉRAL DE CAPACITÉ (CFC)** 2006-2009
École Professionnelle Commerciale de Lausanne (EPCL)

TIMELINE



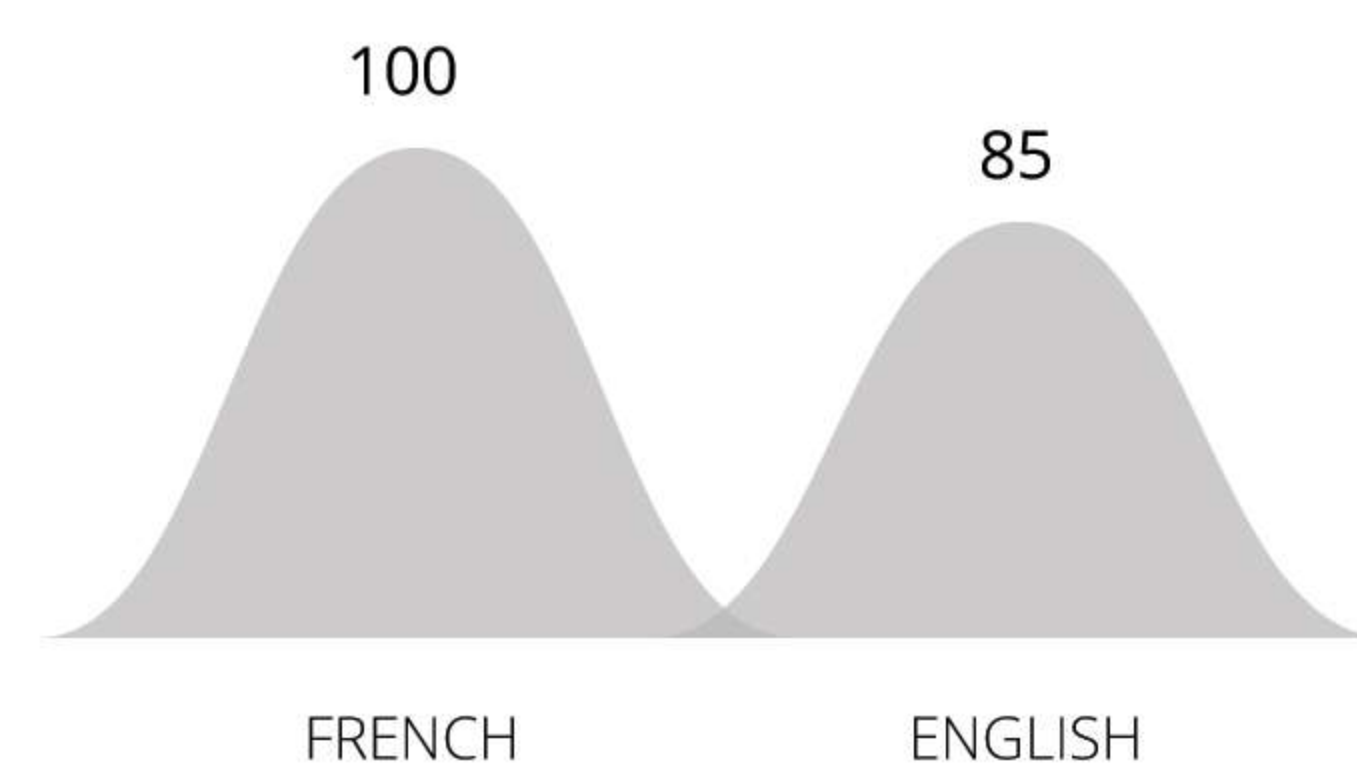
VOLUNTEER EXPERIENCE

- **COMMITMENT MAKER- Clinton Global Initiative University** San Francisco, USA
Oct 2015 - Sep 2016
The Clinton Global Initiative University is a growing community of young leaders who don't just discuss global challenges – they take concrete steps toward solving them. As I developed an economic model which aimed to provide proper sustainable education complex adapted for slums, I have been selected to become part of this program and met Bill Clinton at UC Berkeley in April 2016 .
- **FUNDRAISING VOLUNTEER - AIESEC** Nairobi, KE
Jul 2015 - Sep 2015
Kayaba Educational Complex Center is a school located in Mukuru Kayaba slum in Kenya. As a fundraising volunteer my goal was mainly to help the school to sustain its future by creating an online crowdfunding campaign (+225% of goal reached, +600 shares) to finance new projects to help the school becoming financially independent.

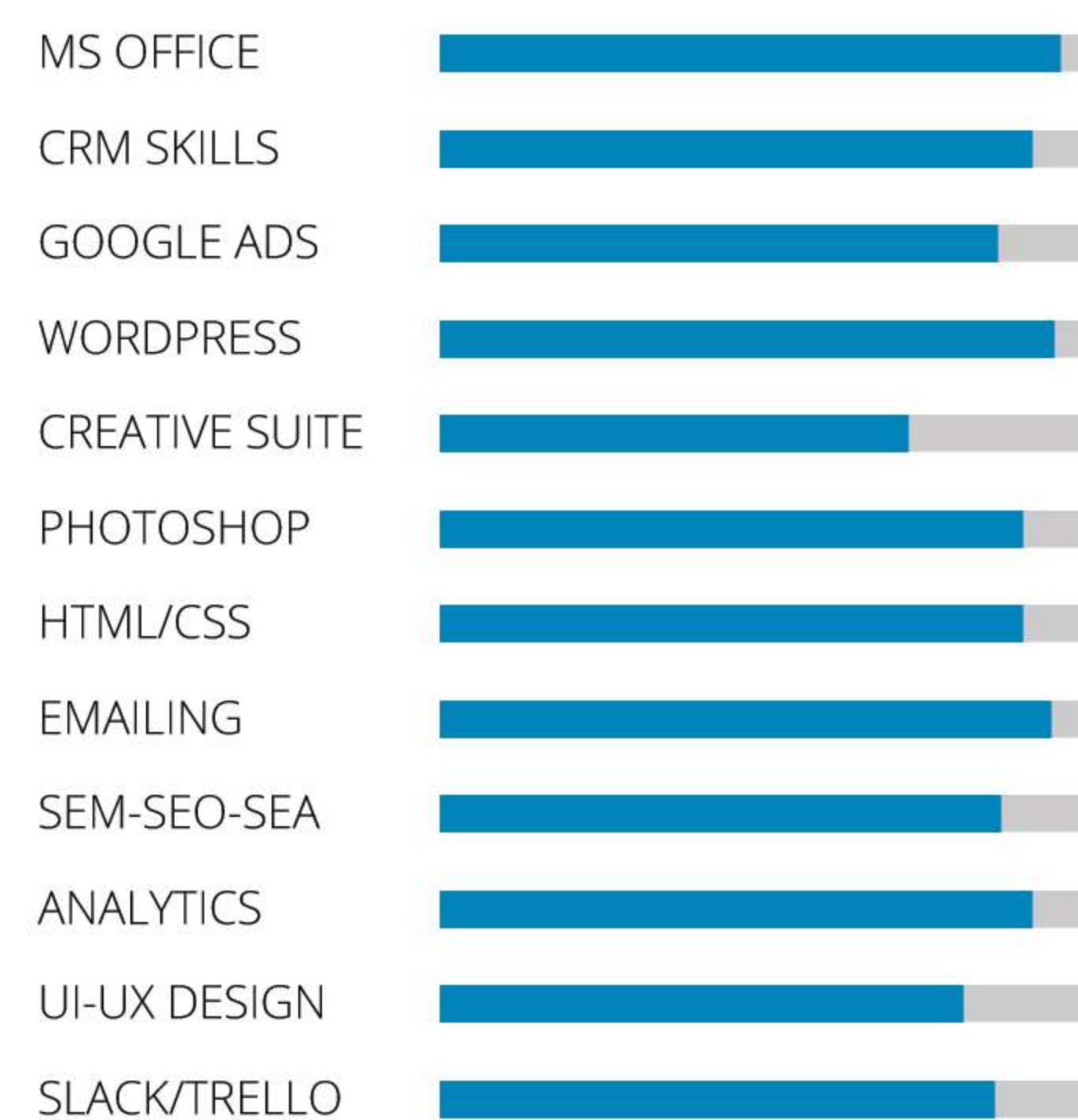
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LANGUAGES



DIGITAL TOOLS



CERTIFICATES

- FOUNDATIONS OF DEVELOPMENT POLICY
2015 - Massachusetts Institute of Tech. (MITx)
- MICROECONOMICS
2016 - Massachusetts Institute of Tech. (MITx)
- THE CHALLENGES OF GLOBAL POVERTY
Ongoing - Massachusetts Institute of Tech. (MITx)



FOR MORE INFO:

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