



EXPERIENCE

Since
2019

START UP - STORPE - SPORTS FORECAST PLATFORM

Co-Founder

Product Development

- Assessed market requirements and user's needs.
- Designed, tested and improved product.
- Conducted BETA platform development.
- Implemented business strategy.

Product Management

- Improved product along with the community, through workshops.
- Designed platform and established visual identity.
- Managed incubator relationship and associated professionals.
- Directed programmer Team (Wild Code School - Marseille, France).

Acquisition & Retention (+5000 users to date)

- Developed online community.
- Generated social media content and ensured member's engagement.
- Created promotional material.
- Implemented acquisition actions and digital campaigns.

Recognitions: MSc Start-up Challenge Winners (3K€ prize); Incubated at the Business Nursery of Kedge Business School.

2018

SPORT MEDIA L'EQUIPE / FRANCE FOOTBALL. PARIS, FRANCE. (6 MONTHS)

In charge of the Ballon d'Or France Football

Ballon d'Or Ceremony

- Directed guest list and invitations.
- Coordinated transportation and guest accommodation.
- Managed clubs and VIP guests.

Managing Women's Ballon d'Or & Kopa Trophy

- Analyzed women's and U21 football worldwide, to elaborate the list of nominated players.
- Managed voting process for Kopa Trophy, men's and women's BO (Identified 60 specialized journalists in women's football).

Acquisition (TV Channel L'EQUIPE)

- Negotiated image rights with leagues and clubs, to support daily broadcasts.

2016

ANA AIRPORTS - VINCI. LISBON, PORTUGAL. (6 MONTHS)

Business Developer - Marketing Department of Aviation, Intern.

- Collected and analyzed technical information of the industry to develop new air routes.
- Suggested new charter flight routes to airlines - Asia to Portugal.
- Assisted the implementation of various promotional marketing activities as part of the development strategy of the Lisbon airport.

2015

ESSILOR, MONTRÉAL, CANADA. (6 MONTHS)

Junior Brand Manager - Varilux, Intern.

- Supported and assessed new product launches, by designing and implementing marketing strategies.
- Analyzed competition, promotion results and monthly sales to identify business opportunities and recommend improvements.
- Participated in the organization of sales seminars in collaboration with the training teams.

PROJECT MANAGEMENT - MARKETING

CONTACT



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Trilingual: French, English, Spanish

Skills

MS Office: Word, Power Point, Excel,
Google Analytics
Photoshop, Wix, Canva
Facebook Ads & Twitter Ads

Personal Attributes

Creative, rigorous, passionate, intercultural adaptability, problem solving, curious.

Interests

Sport practice & business, human psychology, wildlife conservation.

EDUCATION

2013 - 2018

KEDGE BUSINESS SCHOOL - BORDEAUX, FRANCE.
Masters in Project Management

2017

UNIVERSIDAD DE BELGRANO - BUENOS AIRES, ARGENTINA.
MBA - International Marketing

2016

KOZMINSKI UNIVERSITY - WARSAW, POLAND.
Bachelor in Project Management.

2000 - 2010

Carried out my primary and secondary scholar years in Mexico and the United States.