

Martin Le Cué

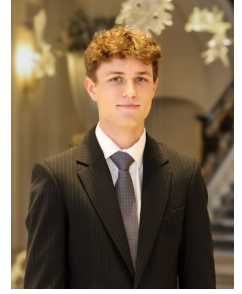
Seeking a Professional Experience

With a background in business and management, I have always prioritized diversifying my experiences and exploring sectors that spark my curiosity.

My journey includes roles in startups, large corporations, and the hospitality industry. I first gained valuable expertise in a field I am passionate about—aviation—during my time at Air France. This was followed by my initial foray into the world of luxury hospitality at The Peninsula Paris, one of Paris's most iconic palaces.

Eager to deepen my skills in hotel communication within a completely different setting, I recently joined Conrad Bora Bora Nui, where I manage both operational and strategic marketing initiatives.

Proactive and results-driven, I thrive on managing diverse projects that require a balance of precision and creativity.



EXPÉRIENCE PROFESSIONNELLE

Conrad Bora Bora Nui | Marketing & Communication Coordinator

Bora-Bora, French Polynesia

On-site Lead for Marketing, Communication & PR, and Sales Coordinator

November 2024-May 2025

- Managed the resort's social media presence, including an Instagram account with over 90k followers & oversaw collaborations with influencers
- Coordinated PR activities, including organizing press trips, securing features in top-tier publications such as Forbes and The Telegraph
- Collaborated closely with the Cluster Marketing Manager and 3 external agencies specializing in PR, graphic design, and social media
- Implemented processes, strategies, and initiatives to enhance guest experiences and strengthen brand positioning
- Acted as the primary on-site liaison for Sales activities for the US-based team, managing group bookings, film productions & travel agent site tours

The Peninsula Paris | Marketing, Digital & Brand Assistant

Paris, France

Support to the Sales & Marketing team of the Palace for marketing and communication initiatives

January-June 2024

- Coordinated over 15 photo and video shoots, enhancing the hotel's visual content and strengthening its presence in Paris and internationally
- Designed and produced 20+ marketing materials (commercial offers, brochures, invitations, menus), increasing brand visibility & awareness
- Managed the hotel's online presence by responding to guest feedback, improving complaint resolution & boosting customer satisfaction
- Contributed to the organization of exceptional events, including logistics and hosting VIPs, such as at the prestigious Rooftop Reopening Party

Air France | Marketing Project Manager

Paris, France

Various marketing and communication achievements for the Air France Ground Handling unit

March-July 2023

- Designed a B2B showcase website for Air France Ground Handling, overseeing content creation, visuals, UI/UX design, and promotional strategies, boosting visibility and brand recognition among 28 client airlines
- Developed various marketing materials, including brochures, contracts, and presentations, to strengthen the brand's identity
- Implemented a global communication plan, optimizing messaging across multiple channels, including LinkedIn, by coaching 8 senior executives

NoDataNoBusiness (SaaS start-up) | Business Development Intern

Perpignan, France

Contribution to the development of a start-up consisting of 3 people

April-July 2022

- Created a sales funnel and implemented an effective email strategy to retain both leads and existing clients
- Established an organic acquisition channel in collaboration with SEO experts and professional writers, leading to a 50% increase in traffic and conversions, driving the company's growth
- Conducted prospecting via LinkedIn and email campaigns, promoting B2B services and developing client relationships

EDUCATION

emlyon business school | Global BBA – 4-year English-track program

Paris, France

- Ranked #10 European Business Schools 2023 (Financial Times)** ▪ **Ranked #4 France** - Business & Management Studies (QS)
- GPA:** 14.5/20 ▪ **Coursework:** Marketing, Communication, Management, Finance, Accounting, IT, Data, Business Creation

Università Cattolica del Sacro Cuore | Academic exchange semester abroad

Milan, Italy

- Coursework:** B2B Marketing, Business Strategy, Management in the Digital Economy

August-December 2023

SKILLS, ACTIVITIES & INTERESTS

Languages	Native French ▪ Fluent English ▪ Conversational Italian and Spanish
IT skills	Apple/MS Office suites ▪ Adobe suites ▪ Photo/Video Editing ▪ Websites (WordPress, Figma, SEO...)
Soft skills	Autonomy ▪ Collaboration ▪ Initiative ▪ Attention to detail ▪ Time & Priority Management ▪ Creativity ▪ Adaptability
Certifications	Driving License (B) ▪ UI/UX Design Training ▪ "Convincing Others" (Harvard ManageMentor) ▪ Fundamentals of Digital Marketing (Google, 40h certification)
Interests	Travels: Round-the-world trip and over 35 countries across 5 continents ▪ Photography ▪ Press reading ▪ Sports: Tennis, padel, skiing, running, hiking, surfing, catamaran sailing, and more