

# Martin Le Cué



With a background in business and management, I have always prioritised 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, then within a completely different setting, at Conrad Bora Bora Nui. I'm now moving to the agency side, focusing on digital strategy and brand communication.

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

## EXPERIENCE

### Publicis Media | Digital Media Executive

Paris, France

Leading the activation of digital media strategies for brands of the LVMH group

September 2025–August 2026

- Managing client relationships and providing strategic guidance on annual media investments
- Overseeing the full campaign lifecycle: briefing, planning, optimisation, monitoring and performance analysis
- Driving digital innovation in line with the image and values of the Maisons

### 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 organising press trips, securing features in top-tier publications such as Forbes and The Telegraph
- Took ownership of on-site Marketing and Sales coordination with US-based teams (managing group bookings, travel agent site visits, film productions...)

### 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

- Managed content production (+15 photo/video shoots coordinated & 20+ marketing materials designed), increasing brand visibility
- Managed the hotel's online presence by responding to guest feedback, improving complaint resolution & boosting customer satisfaction
- Contributed to the organisation 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, optimising messaging across multiple channels, including LinkedIn, by coaching 8 senior executives

### NoDataNoBusiness | Business Development Intern

Perpignan, France

Contribution to the development of a 4-people SaaS start-up

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 and email campaigns, developing client relationships

## EDUCATION

EM Lyon 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) ▪ Media Planning Professional Certification (Meta)

**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