

THOMAS ALLEMANDOU

Birth Location: Houston, Texas

Nationality: France - USA

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PROFESSIONAL SUMMARY

Graduated from EDHEC Business School with a BBA in International Business, I've built a strong foundation in digital marketing, business development, and strategic consulting through international experiences in the UK, Australia, Spain, and France. I pursued a finance internship to deepen my understanding of financial analysis and business performance. Entrepreneurial by nature, I bring a data-driven mindset and a hands-on approach to growth, having worked on e-commerce strategies, paid media campaigns, and client acquisition.

EDUCATION

EDHEC BUSINESS SCHOOL

International BBA – Bachelor's in Business Administration

- International Entrepreneurship

Roubaix, France

SEP. 2020 - MAY. 2025

PROFESSIONAL EXPERIENCE

b connect. (S.A.A.S - Start-Up)

PARIS, FRANCE

B Connect London provides smart guest Wi-Fi and analytics solutions for hospitality venues.

CEO Right-Hand

AUG. 2025 – DEC. 2025

- Supporting the CEO as Right Hand in the ongoing £300K fundraising process, contributing to strategic materials and investor outreach.
- Leading the business development of the startup in Paris, building on a first operational experience within the company.

AFP Group – Adidas Padel (Sport Industry)

MADRID, SPAIN

All for Padel drives global padel growth with Adidas-branded products and innovation.

Financial Analyst

MAR. 2025- JUL 2025

- Supporting the CFO in financial planning, reporting, and strategic analysis to guide key business decisions.
- Building and optimizing dashboards to track performance KPIs, sales, and cost efficiency across departments.
- Coordinating cross-functional initiatives, contributing to budgeting, forecasting, and process improvement projects.

Digital Marketing Consultant

JAN. 2025- MAR 2025

- Developed sales and stock forecasting tools on Excel to support data-driven decisions in e-commerce and inventory planning.
- Advised on digital strategy and budget allocation, optimizing customer journeys and performance across key channels.
- Collaborated with KAMs and led competitive analysis to refine online growth tactics and maximize return on ad spend.

b connect. (S.A.A.S - Start-Up)

LONDON, UK

B Connect London provides smart guest Wi-Fi and analytics solutions for hospitality venues.

CEO Right-Hand

MAY. 2024 – AUG. 2024

- Acted as the CEO's right-hand in shaping business strategy, building sales forecasts, and supporting financial planning.
- Contributed to product development and ensured GDPR compliance through Data Guard training.

Labelium (Digital Marketing Agency)

SYDNEY, AUSTRALIA

Labelium is a top global agency driving growth through data-driven performance marketing.

Digital Media Advertising Specialist

JUL. 2023 – DEC. 2023

- Developed and optimized paid media strategies on Google Ads, Meta, and TikTok to drive performance.
- Led regular client meetings to align on goals, KPIs, and campaign adjustments.

LANGUAGES

English (advanced); **French** (native); **Spanish** (intermediate)

TECHNICAL SKILLS

Click Up | Google Ads | MS Office | MS Power BI | Google Analytics | Trello | Meta Ads

OTHER INFORMATION

- Created a t-shirt brand in high school (WWA).
- Founded and led a association educating children on sustainability, donating all raised funds to a nonprofit organization.