

ALEXANDRE DULAC

DIGITAL LUXURY MARKETING & WEB3 ENTHUSIAST

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Profile

- 1 Student in Dual MASTER Degree in MSc Luxury Management & Innovation And MASTER Grande Ecole in BURGUNDY SCHOOL OF BUSINESS.
- 2 Self-entrepreneur in E-Commerce. I develop specific and transversal skills beside my studies.
- 3 Passionate about digital and luxury marketing, website design & blockchain.

Professional Projects

- 🛒 E-commerce brand : kapsule-labs.com
- 🛒 Shopify Sections Marketplace : blockloads.com
- 🛒 E-commerce marketplace : lespetitsplateaux.fr

Hobbies & Passions

Hobbies : Blockchain, Web3, NFTs, investing, trading, e-commerce, digital marketing, fitness

Readings : Marketing, experiential marketing, computer code, economy, politics, géopolitics, astronomy, science-fiction

Web 3 Projects : Avalanche - Ethereum - Bitcoin - Arianee - Chainlink - TheGraph - Lukso - Axelar

Licenses & Certifications

Inside LVMH
L'antichambre de Germinal
Blockchain: Foundations and Use Cases | Consensys
What is the Metaverse? | Meta
Management of Fashion and Luxury Companies | Bocconi

Skills



Soft skills

Curious • Initiative spirit • Creative
Rigorous • Independent • Pragmatic

Languages



ETS TOEIC
Score 815

BRITISH COUNCIL IELTS
Score 6.0



Experience



CUSTOM SUCCESS MANAGER INTERNSHIP • NIELSEN

August 2021 - Dec 2021 - 5 months - Paris, Île de France, France

- Management of **Display and Video Campaigns** in DV360 and Appnexus and TV Synchronisation campaigns for **well-known advertisers** (Swarovski, Playstation, McDonald's, Lego, Deliveroo, Hasbro and Kia etc)
- Management of the **Operations and Activate Taskforce Department**
- Daily communication with **major French Advertising Agencies** (Publicis, Havas Media, Mediabrand, Dentsu, Wavemaker, OMD)

JUNIOR SALES ACCOUNT INTERNSHIP • TVTY

January 2021 - June 2021 - 6 months - Paris, Île de France, France

- Management of **Display and Video Campaigns** in DV360 for **well-known advertisers** (Crédit Agricole, Direct Assurance and Red Bull)
- **Prospection and preparation of meetings** for the sales department

SALES INTERNSHIP • SPORT LEADER

June 2020 - August 2020 - 3 months - Albertville, Auvergne-Rhône-Alpes, France

RECEPTIONIST • CRÉDIT AGRICOLE DES SAVOIE

CDD August 2019 - 1 month - Annecy, Auvergne-Rhône-Alpes, France

INTERNSHIP IN AN ACCOUNTANCY FIRM • CABINET SADEX

June 2018 - Sept. 2018 - 4 months - Albertville, Auvergne-Rhône-Alpes, France

Entrepreneurship



FOUNDER • BLOCKLOADS

Jul 2022 - Present - Paris, Île de France, France

Shopify Premium Library of Customizable Pre-Built Sections, Templates & Tools and Build Better Websites in Hours, not Days | Launching Soon

CO-FOUNDER • KAPSULE LABS

Apr 2022 - Present - Grenoble, Auvergne-Rhône-Alpes, France

Kapsule Labs guarantees an additional barrier in the protection of yours crypto-assets. Our 3D printed products allow you to conceal your hardware wallet at home.

Education



DUAL MASTER DEGREE MSC LUXURY MANAGEMENT & INNOVATION (MSC LMI) AND MASTER IN MANAGEMENT (PGE) • BURGUNDY SCHOOL OF BUSINESS | 2019-2023

17th in France and 74th internationally in Management Program according to the Financial Times 2020 ranking
Professional Thesis : Impact of tokenization of Luxury assets on the customer experience of generations Y and Z.

Consulting : Château du clos de Vougeot - Mulot & Petitjean

Student Associations : Arts Office - Art'stronautes | Head of conferences - Le Cercle Politique

DUT GEA ANNECY (UNIVERSITY TECHNOLOGY DIPLOMA IN BUSINESS AND ADMINISTRATIONS MANAGEMENT) | 2017-2019

Grade: First-class Honours | GMO Option (Management of Small and Mid-sized Business) | 4th in the Rhône Alpes Lions Club 2018 eloquence contest