# ALEXANDRE DULAC

#### DIGITAL LUXURY MARKETING & WEB3 ENTHUSIAST

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# Profile

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 : <u>kapsule-labs.com</u>

- Shopify Sections Marketplace : <u>blockloads.com</u>
- **E-commerce marketplace :** <u>lespetitsplateaux.fr</u>

# 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



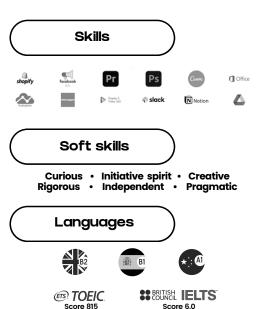
#### Inside LVMH

L'antichambre de Germinal

Blockchain: Foundations and Use Cases | Consensys

What is the Metaverse? | Meta

Management of Fashion and Luxury Companies | Bocconi



Experience

↓↓ Nielsen

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Τντγ

#### 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, McDonnald'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, Mediabrands, 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

# <u>DUT GEA ANNECY (UNIVERSITY TECHNOLOGY DIPLOMA IN BUSINESS</u> 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