



NICOLAS HAILLET

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SUMMARY OF QUALIFICATIONS

Student in the second year of a Bachelor's degree in Business, specialising in International Trade : Buying & Selling. Experience in sales, event management and market analysis. I'd like to develop my skills in marketing environments, with a particular interest in strategic consultancy.

WORK EXPERIENCES

AQUI, A WINE STORY - Mapou, Mauritius

June 2024

International Internship as marketing assistant

- **Market analysis :** Identification of a key segment to develop, focusing on accessible products and the discovery of wine at home.
- **Proposing innovative strategies :** Developed recommendations to diversify offerings.
- **Product conceptualisation and design :** Selection and identification of themes suited to the market and design of packs with attractive visuals to maximise customer interest.
- **Working in an international context :** Adapting to local cultural and commercial specificities by taking part in professional meetings with luxury hotels ("LUX Grand Baie" ; "Le Méridien") and events organised by the company, in particular at the Bank of Mauritius and a private hunting club.
- **Accomplice of the commitment :** The concept has been adopted by the company, and in the first four days on the market, kit sales accounted for forty per cent of average monthly bottle sales in the first half of 2024. This indicates a significant impact right from the launch.

EDENAUTO PREMIUM, BMW & MINI - Pau, France

January 2024

Discovery Internship as on automotive sales advisor

- **Negotiation and persuasion :** Implementation of sales techniques targeting high-traffic prospects using a private sale system. Highlighting the unique features of the new MINI Countryman 2024 model, responding to common objections and arguing with precision to maximise sales. Resulting in the sale of 7 Countrymans in January 2024, contributing to the 20% monthly sales increase in that month.
- **Adaptability with diverse client profiles :** I guided innovation-focused customers towards recent models with electric or hybrid powertrains, while steering tradition-oriented clients towards second-hand vehicles that preserve MINI and BMW's historic designs.

COMMUNITY LIFE

STUDENT ASSOCIATION - Bordeaux, France

June 2024 - Now

President of the association

- **Leadership and team management :** Coordination of a team of 6 students. Liaising between all the association's divisions (communications, budget management, partnerships and sponsorship) to organise events and foster a collaborative environment between the various parties.
- **Decision-making in a dynamic context :** Improved problem-solving skills to handle unexpected issues and ensure project success
- **Event project management :** Planning and organising large-scale events. Creation of an integration weekend bringing together 150 people around festive, sporting and team-building activities. Organisation of a student evening attended by 350 people. Planning fun activities such as team-building runs and sports events.

JUNIOR CHARITY - Buros

2017 - 2021

Co-founder of a junior association

- **Project management foundations :** Learned the basics of structuring a project, setting goals, and delegating responsibilities
- **Teamwork development :** Collaborated with other young people to create a positive impact on the city's sports community
- **Sense of responsibility and civic engagement :** Demonstrated a commitment to local initiatives, reflecting an interest in social and community impact

MAIN DISCIPLINES

- International strategy and watch
- Quantifying and representing the market
- Budget management /forecasting
- International marketing & sales

SKILLS

- Office pack
- Social media management (Instagram, LinkedIn, Mailchimp etc.)
- PIX certificate : digital skills
- Driving licence

LANGUAGES

- French : Native
- English : B2 level (baccalaureate certificate / TOEIC pending results)