



# Arthur FLORENTIN

BBA student at EDHEC, I am looking for a 6 months internship in a sales or marketing team. Curious, motivated, and committed, I hope to support your projects while deepening my knowledge in a dynamic and formative environment.

## Work Experience

Summer 2026  
FÉLIX GIORGETTI  
Luxembourg

### Business Development & Sales Intern – Hospitality

- Supported B2B sales activities, explored commercial opportunities and contributed to developing relationships with corporate clients and partners.
- Strategic Planning & Market Analysis: Conducted competitive benchmarking and contributed to pricing strategies and market positioning ahead of the product launch.
- Commercial Launch & Product Positioning: Contributed to website development, Collaborated with creative partners and internal teams to develop commercial assets, enhance product presentation and support the go-to-market strategy.

Summer 2025  
POMA  
Grenoble, France

### Marketing Assistant Internship

- Contributed to the “anniversary gondola” product strategy with marketing and sales teams at POMA, a global cable transport leader.
- Coordinated brand identity workshops and supported campaign planning: creative briefs, channels and launch schedules.
- Organised client, sponsorship and foundation partnerships.

Summer 2024  
TITLEIST  
Chantilly, France

### Marketing Assistant Internship

- Helped organise a national product launch event with professional players at Titleist France.
- Supported partnerships and collaborations, coordinated press days and contributed to marketing communications.

## Education

2025  
**LIUC-Università Carlo Cattaneo**  
Milan, Italy

### Exchange Semester

Options : Lean Manufacturing, Family Business.

2023-2027  
**EDHEC Business School**  
Lille, France

### Bachelor of Business Administration

International BBA, Options : Electives: Becoming an Entrepreneur of Change (HEC Paris), Values and Decision-Making.

2023  
**Lycée Hélène Boucher**  
Thionville, France

### Baccalauréat

Grade: with Merit.  
Specialisations: Mathematics, Economic Social Sciences.

(+33) 7 66 27 00 72

arthur.florentin@edhec.com

Aumetz, France

Driver License

## Skills

Client relationship

management,

Teamwork

Project management

IT: Excel, AI tools, Hubspot

PowerPoint, Lightroom,

Canva, Final Cut Pro X

## Languages

French native

Anglais (C1)

Italien (A2)

## Interests

**Golf** National-level competitions

**Endurance mountain sports** (cycling, skiing, hiking)

**Photography**