

PIERRE-ANTOINE DUPRAT

INTRODUCTION

I am an entrepreneur and business graduate, with 10 years of experience providing transformative value to clients, and helping to drive strong revenue growth.

My field of study prepared me to approach various managerial challenges, and I led projects from inception to successful execution by applying key marketing, research and business development skills.

I spent the past few years performing customer development and applying business strategy practices, aiming at finding needs, problems, and growth opportunities with clients, to then successfully introduce them to solutions that would help them achieve their goals.

People describe me as a highly creative and motivated individual. I am also recognised as a good team leader who can inspire and manage people in the direction of success.

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EDUCATION

University College London (UCL) | London, UK

2017 — 2018

MSc in Entrepreneurship

Honor: Distinction

Pathway: Fintech

Subjects: Entrepreneurial Finance, Managing the Growing Firm, Building High Impact Ventures, Strategic Management, Customer Development & Lean Startup, Prototyping, Marketing and Analytics.

University of East Anglia (UEA) | Norwich, UK

2013 — 2016

BSc in International Business Management

Honor: Upper Second Class (2:1)

Advanced Option: Finance

Subjects: Consumer Behaviour, Brand Management, Investment Management, Entrepreneurship, Business Strategy, Marketing, Accounting, Human Resources.

SKILLS

Business

Entrepreneurship, Customer Development, Lean Startup, Project Management, Team Leadership, Corporate Strategy, Communication, CRM, Marketing & Brand Management, Financial Analysis

Informatics

MS Office, Adobe Creative Cloud, WordPress, HTML/CSS/PHP, SEO, Reason, Final Cut

Languages

French (Native)
English (Fluent + IELTS)
German (Basic)

WORK EXPERIENCE

MARIGNY Avocats | Paris, France

Apr 2017 — Present

Web Development & Design (Remote)

Development and maintenance of the website marigny-avocats.fr, and creation of branding elements. I gave the law firm a unique identity that reflects both the empirical traits of the profession and the dynamism of modern businesses. I still work closely with Marigny Avocats, providing advice and support for their website and branding, with quarterly meetings over the phone.

UCL School of Management | London, UK

Jun 2018 — Sep 2018

Freelance Videographer

Shooting and video montage, as part of a project with UCL School of Management to promote the various activities the school has to offer outside the course. This is now one of UCL's core promotion asset, for both online and offline usage.

UEA Student's Union | Norwich, UK

Sep 2013 — Jun 2017

Entertainment Coordinator

I animated and helped coordinate weekly events organised by the UEA Student Union. Thousands of students attended those events every week, and the choices that the team and I made in term of branding and entertainment led to a major growth in popularity for the university.

Marketing Manager

I conducted a market research and developed a marketing plan for the launch of a new bar in Paris, “La Bibliothèque”. My job also included the creation of a brand identity and the maintenance of social media profiles on Facebook, Twitter and Instagram. During my time working as a marketing manager, the restaurant increased its number of visitors by nearly 20 percent - which increased turnover - and allowed the owner to sell his bar-restaurant for the price he wanted.

Esyo Ltd | Norwich, UK

Jun 2015 — Apr 2017

Co-founder & Director

Esyo was a startup offering IT services to businesses that ranged from web apps development to newsletters and websites. My business partner and I conducted R&Ds in the field of social media and education, and partnered with our respective universities - [UEA](#) and [ECE Paris](#) - for the creation of two mobile applications. Then, for several month I built series of business plans and pitch decks that allowed me to grow my knowledge and network in the tech space. Although we did not succeed generating revenue with these apps, it enabled us to gain expertise in web development, which we then offered as a service to other businesses.

L’Esprit Du Temps | Paris, France

2010 — 2015

Freelance Graphic Designer

I created book covers that helped to sell thousand of copies in stores and online.

 **INTERESTS & ACTIVITIES**

Art

Video shoot & montage
Music composition
Graphic design

Culture

Traveling the world
Visiting museums
Attending conferences

Sports

Fitness
American football
Horse riding

Other Interests

Fintech
Real Estate
Tech Startups

 **ACHIEVEMENTS & AWARDS**

Wayfindr’s Public Transport Hackathon 2.0 (in partnership w/ TfL & AWS) – Runner Up

Nov 2018

Led a team of 6 people and did an on-stage presentation for an image recognition and data analytics tool.

Startupbootcamp InsurTech Hackathon – Best Tech

Nov 2017

Led a team of 5 people and did an on-stage presentation for a personal insurance app, built in 48 hours.

NBS/Natwest Employability Prize – Finalist

Apr 2016

Led a team of 4 people to make a business plan and presentation for an online education tool.

Norwich Business School Prize – Runner Up

Feb 2016

Presented a report on the challenges and opportunities of teamwork during SyncNorwich 2015.

SyncNorwich Hackathon – Finalist

Nov 2015

Led a team of 10 people and did an on-stage presentation for an education app, developed in 54 hours.



For any references, please [get in touch](#).