

MAXENCE DESBOIS



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Paris, France • [LinkedIn](#)
French (Native) | English (Fluent) | Chinese (Learning)

PROFILE

Results-driven Marketing & Sales professional with 4+ years of experience in digital marketing, B2B sales, and cross-functional collaboration. Combines data-driven strategy with hands-on execution across CRM, acquisition, and customer retention. Proven track record of driving measurable impact on revenue growth and rapidly self-driven upskilling in fast-paced environments.

WORK EXPERIENCE

La Poste Group

Paris, France

Account Executive – CRM & Marketing Solutions

March 2025 – Present

- Owned the full B2B sales cycle end-to-end for a new CRM & marketing solution across multiple territories
- Led prospecting (cold calling), discovery, negotiation, and deal closing with strategic accounts
- Closed strategic accounts: International Market of Rungis, Departmental Council (91), Pinder Circus
- Collaborated cross-functionally with product and marketing teams to align sales strategy with solution positioning

Swatch Group

Paris, France

Sales Associate

Nov 2024 – Feb 2025

- Ranked Top 2 seller in France, achieving sales quotas & KPIs consistently
- Maintained an average sales index of 1.69, demonstrating strong conversion and upselling performance

Freelance

Paris, France

Digital Marketing Consultant

March 2021 – Sept 2024

- Led end-to-end digital marketing projects in cross-functional collaboration with design, content, and paid media specialists
- Drove measurable impact on customer retention (+15–20%) through targeted multi-channel marketing campaigns
- Developed content to drive acquisition & conversion; grew newsletter subscribers from 0 to 1,500+ in 3 months
- Managed full ownership of deliverables across strategy, execution, and performance optimization for 20+ clients
- Provided data-driven strategic recommendations to improve operational efficiency and client results

TotalEnergies

Paris, France

Prospective & Communication Project Manager (work-study)

Oct 2019 – Sept 2021

- Analyzed international mobility trends; delivered data-driven strategic recommendations to executive management (CDMS)
- Led the launch of a LinkedIn page reaching 50,000+ followers in 8 months, driving digital channel development
- Created a newsletter on new mobility trends to support internal market intelligence and stakeholder coordination
- Served as subject matter expert on global market dynamics and emerging mobility ecosystems

Cartier

Paris, France

Sales Assistant

May 2018 – Aug 2018

- Managed key accounts proactively and delivered premium luxury service aligned with high-end merchandising standards

EDUCATION

ICD Business School

Master in Marketing & E-commerce

Paris, France

Sept 2016 – Sept 2021

- Specialization: marketing campaign execution, e-commerce management, commercial strategy, international management
- Academic exchanges: American College of Dublin (Ireland) • UQAM (Montreal, Canada) • Fudan University (Shanghai, China)

EXTRACURRICULAR ACTIVITIES

Long-term journey through Southeast Asia

Thailand, Cambodia, Indonesia, Korea, Japan, Singapore

Personal development & cultural immersion

Jan 2024 – Aug 2024

- Rapid self-driven upskilling in adaptability, cross-cultural communication, and resilience
- Immersed in local daily life across 6 countries; developed a global and human-centric perspective

Zup de Co – Volunteer Tutor

Tutoring

Paris, France

Sept 2017 – June 2018

- Tutored 8 middle school students twice a week at Collège Françoise Seligmann (75010)

SKILLS & INTERESTS

Languages: French (Native), English (Fluent), Chinese (Learning)

Tools: Microsoft Office Suite, Power BI, Canva (Professional), Shopify, System.io, Mailchimp

Competencies: CRM, B2B Sales, Digital Marketing, KPI Tracking, Stakeholder Coordination, Cross-functional Collaboration, Data-driven Strategy

Interests: Entrepreneurship, Technology Trends, Sports, Photography, Travelling