



# Tom COLLET

Seeking a **6-month** end-of-studies **internship in Strategic Marketing**.

Available from **July 2025**.

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📍 Paris | Lyon | Geneva

🌐 [tomxcollet.com](http://tomxcollet.com)

🌐 [linkedin.com/in/tomxcollet](https://www.linkedin.com/in/tomxcollet)

## EXPERTISE

### Market and media coverage analysis

- Factiva ; Onclusive ; LuQi

### Marketing strategy development

- Microsoft Office (Excel, Powerpoint) ; Google Suite

### Digital marketing strategies implementation

- Adobe InDesign, Illustrator ; Canva ; Kolsquare

### Web content management

- HTML & W3CSS/CSS ; Wordpress

## SOFT SKILLS

- ✓ Resilient
- ✓ Team Player
- ✓ Rigorous
- ✓ Adaptable

## LANGUAGE

### ENGLISH

level : **C1 - autonomy**  
certification : TOEFL **98/120**

### GERMAN

level : **A2 - basic**

## EXPERIENCE

*May 2024 -- August 2024 (internship)*

### Press Relations & e-P.R. Assistant

**Wellcom (for adidas' Olympics Campaign and Logitech)**

- Proactively managed and monitored media relations covering **+30 key media contacts**
- Drafted **+10 alerts, press releases and pitches**
- Organized **+10 media events**
- Media tracking: **+500 clippings** analysed and **+5 reports** with strategic recommendations presented
- Managed **4 sponsorship** deals with influencers

*January 2022 -- September 2024*

### Wordpress Webdesigner & Content Manager

**La Charolaise butcher's**

- Analyzed, designed et built the website
- Optimised SEO (**34 keywords +250 visits per month**)
- Trained teams and provided product support

*May 2023 -- August 2023 (internship)*

### Press Relations & e-P.R. Assistant

**Wellcom (for adidas, FFF, Logitech, Bosch eBike & Coyote)**

- Managed journalist relations and drafted press materials
- Assisted in event organisation and created **+15 press lists**
- Monitored media and analysed coverage of **5 brands simultaneously**
- Organized and tracked **+50 press product** loans

*June 2022 -- July 2022 (internship)*

### Communications, Public Relations and Media Assistant

**UEFA (Union of European Football Associations)**

- Created **6** detailed media coverage & monitoring **reports**
- Updated, extracted and archived media contacts
- Supported press relations on a daily basis & during events

## EDUCATION

### emlyon Business School

MSc in International Marketing & Business Development  
**2024 -- 2025**

### Edge Hill University [UK]

3<sup>rd</sup> year of B.U.T. abroad  
Marketing & Management specialisation  
**2023 -- 2024**

### IUT Jean Moulin Lyon III

B.U.T. Information & Communication,  
Organisational communication specialisation  
**2021 -- 2024**

## HOBBIES



### Running

LUT by night 2022 winner  
7km - U23  
**2022 -- 2024**



### Cycling

2x regional champion  
6x regional runner-up  
**2012 -- 2020**