

Martin Louvel

Marketing & Communications | Content Creation

Six-month internship from January 2027 | International relocation | NEOMA internship agreement available

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Fourth-year NEOMA Global BBA student with two marketing and communications internships and a full academic year in the UK. Founder of Blackloom, a B2B creative agency, working across positioning, prospecting, sales and content creation.

Work Experience

Founder | Blackloom

August 2026 - Present | blackloom.agency

- Founded a **B2B creative agency** for SaaS and app launches: positioning, service offer, website development and copywriting.
- Manage **B2B business development and sales**: outbound prospecting, inbound lead management and conversations with prospective clients.
- Create product films, including a **44-second agency launch film**: concepts, scripts, storyboards, motion design and editing.

Communications Intern | French Ministry of the Armed Forces - CIMob

April 2026 - July 2026 | Brest, France

- Created a national newsletter for **180 mobility specialists** and an HR newsletter template for **400 staff**; trained two teams to use Canva independently.
- Helped organise and hosted an event for **300 participants**; designed activity posters and built an Excel tool for live team rankings.
- Surveyed **25 staff** to propose a new intranet structure; designed five flyers for nationwide distribution planned in January 2027.

Marketing Intern | ALSO France

May 2024 - August 2024 | Hauts-de-Seine, France

- Designed exhibition graphics for the **Samsung and Pixminds stands** at ALSO CTV 2024 and supported on-site event logistics.
- Produced LinkedIn content, web banners, newsletters and flyers for B2B campaigns; supported partner events for Lenovo, Brother and Microsoft.

Education

NEOMA Business School | Global Bachelor in Business Administration

2023 - 2027 (expected) | Fourth year | Paris / Reims, France

University of Bradford | University exchange

2024 - 2025 | Full academic year in the UK, studying management and social sciences.

Skills and Languages

Marketing: Copywriting, content creation, B2B marketing, social media marketing, event coordination.

Tools: After Effects, Canva, Higgsfield, Excel, Power BI. **Generative AI:** Advanced use of agents, content-generation workflows and assisted development.

Meta certificate: Social media marketing (December 2024).

Languages: French (native); English (advanced; IELTS 7.0, taken in 2023); Spanish (B2); Chinese (A1).

Projects and Volunteering

ONE productivity: Built a productivity app, produced video advertising and managed its Instagram account (since January 2026). **Volunteering:** Outreach with Un repas avant l'aube.

International background: Three years in Gabon. **Interests:** Music production, guitar, swimming and football.