Alexis **KROMWEL-MITRAM**

MARKETING & COMMUNICATIONS

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TOULOUSE / PARIS · open to relocation

Marketing & Digital Business graduate (Master's) with 5 years of work-study in tech marketing: 100+ data-driven campaigns, 500+ MQLs and €10K+ MRR generated, working with agencies, partners and cross-functional teams. Founder of OctagonHub, a live MMA data and community platform I took from product vision to launch with AI-assisted development. I bring campaign execution, content production and product thinking.

PROFESSIONAL EXPERIENCE

FOUNDER (PERSONAL PROJECT) December ***2025***
www.OctagonHub.net - *Toulouse* ***Today***

- Designed, built and launched a live MMA data and community platform (3,600+ fighters, 3,100+ fights, 860+ events), from product vision to release, using AI-assisted development (Claude Code).
- Shipped a real-time sync service (ESPN, RapidAPI) that updates results, fight stats and prediction scores every 30 seconds during live events.
- Designed and balanced the engagement loop (predictions, XP, tiers, badges, leaderboards) and track engagement (DAU, bounce rate, retention) with Umami analytics.
- Researched sports apps and social platforms to find the features and content that keep fans coming back, shaping the roadmap; iOS and Android app in closed testing.

MARKETING & COMMUNICATIONS OFFICER August ***2022***
NetExplorer - Colomiers, Toulouse December ***2025***

- Planned and ran 100+ data-driven, multi-channel campaigns with A/B testing (HubSpot, La Growth Machine), optimizing funnels, segmentation and messaging: 500+ MQLs and €10K+ MRR generated.
- Worked with external agencies, vendors and business partners on co-marketing and event promotion (meeting booking, booth traffic at trade shows).
- Ran cross-functional review and approval workflows with development, creative and sales teams to keep brand and product aligned.
- Produced social-first content (product videos, webinars, developer interviews) for LinkedIn, YouTube and Vimeo: 40+ videos, from 0 to 4,300+ views and 177 hours watched; grew a 5,000-connection LinkedIn network through the Top Voices program.
- Built workflow automations (Make, Zapier) linking HubSpot and La Growth Machine, and used AI tools (Claude, ChatGPT, Gemini) to speed up campaign operations.

SALES ASSISTANT September ***2020***
CliquezPostez.com - Saint-Gaudens August ***2022***

- Market research and partner outreach across various business segments.
- Produced visual and written promotional copy matching client brand specifications.
- Video creation and SEO web writing.

EDUCATION

Master's Degree in Marketing & Digital Business 2022-2025
Euridis Business School - Toulouse

Associate's Degree in Negotiation and Digitalization of Customer Relations 2020-2022
Lycée Marcelin Berthelot - Toulouse

Associate's Degree in Audiovisual Studies - Editing & Post-Production (1 year) 2018-2019
IMAAT - Toulouse

SKILLS

- **Marketing & growth**: Multi-channel campaigns, A/B testing, funnel optimization, segmentation, copywriting, event promotion
- **Partners & production**: Agency and partner coordination, cross-team alignment (dev, creative, sales), review & approval workflows, feature rollout, deliverable tracking
- **Data & analytics**: KPI tracking, dashboards, engagement and retention metrics, social listening (Reddit, X, TikTok)
- **AI & automation**: Claude, Claude Code (agents), ChatGPT, Gemini, generative image and video, Make, Zapier, automated data pipelines
- **Tools**: HubSpot, La Growth Machine, Jira, Notion, PostgreSQL, Umami, Premiere Pro, Photoshop

HOBBIES

- **Sports**: Football, Basketball (7 years practice), Jiu-Jitsu (2 years practice), currently MMA
- **Gaming**: eSports (ESL FIFA 17 and FIFA 18), Pro Clubs since FIFA 17, Rainbow Six Siege: 2017 France Cup Qualifiers
- **Music**

LANGUAGES

- **French**: Native
- **English**: C1