

## Hanane BEY

Born on the 14th of October 1989  
French Nationality  
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### EDUCATION & DIPLOMAS

2017-2018	<b>SLP Fellow Entrepreneur</b> at Startup Leadership Program <i>#Vision #Leadership #Marketing #Media/PR training</i>	Paris, FR
2008-2012	<b>BA FOREIGN Languages Applied to Business</b> at University Nancy 2 <i>#Languages #Trade #Marketing Strategy #Languages.</i>	Nancy, FR
2006-2008	<b>2-YEAR TECHNICAL DEGREE Marketing &amp; Sales</b> at IUT Hubert Curien <i>#Market Research #Management #ATL/BTL/TTL #PowerPoint #CRM</i> <b>Internship as a head-hunter</b> in a Recruitment Agency	Epinal, FR Shanghai, CN






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### CERTIFICATIONS

2017-2018	<b>Leadership</b> Leadership and Entrepreneurship Certificate at HEC Business School
2016	<b>Communication</b> Communication CARE (Non-Violent Communication) by Florence CHEVALIER
2011	<b>Language training</b> CAPfeli: English Training Certification.

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### SOFT SKILLS

Marketing		Leadership	
Project Management		Growth Strategy	
Business Development		Public Speaking	

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### SPEECHES / TRAININGS

**HSBC** – 33 BU and Division Directors  
Entrepreneur mindset and emotional leadership

**ESSEC Business School** - 3000 attendees  
Inspirational talks about being an entrepreneur

**HEC Business School**- 3000 attendees  
How to find the right partners and the right team

**Google** - 30 attendees  
How to find your vision and work towards it

**Global Entrepreneurship Week** - 50,000 attendees  
Female entrepreneurship

**Real-Estate Innovation Club** – 30 attendees  
Hiring the right talents : discovery of new tools

More speeches on [LinkedIn](#).

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## PROFESSIONAL EXPERIENCE

Dec.2018 – Now

Confidential

*Mission: train HR leaders in organisations in People Transformation in order to understand new generations.*

### HR and People Transformation Speaker and trainer

- **HR and People Transformation expertise:**
  - Entrepreneur mindset and innovation spirit;
  - Talent empowerment;
  - HR and People transformation;
  - New trends of internal communication and employer branding;
  - Soft skills for balanced organisations;
  - Recruitment: understanding Millenials;
  - Employee Experience.

March.2019 – Sept 2019

ESTIAM (Paris - FRANCE)

*Side mission: create and provide innovative English trainings to IT students from the 1<sup>st</sup> to the 5<sup>th</sup> year.*

### Innovative language Trainer

- **Pedagogical training :**
  - Creation of original and customized Training material;
  - Including: exercises, various games and debates;
  - Use of empathy - no-judgment and Excellence as key-elements of the training sessions;
  - English professional training from elementary to advanced level;
  - Analysis of the level of learners and therefore adapt the training;
  - Building of a coherent learning program and personalised tools;
  - Update of a dashboard and evaluation of the training and skills

Nov.2015 – Now

MeetnMake (Paris - FRANCE)

*Mission: creation from scratch of an HR Startup, MeetnMake, which enables talents to find the right work environment by connecting them to corporate cultures thanks to a matchmaking algorithm.*

### Co-founder and CEO

- **Business Development :**
  - Defined and launched a talent acquisition strategy (for fresh graduates and experiences executives) ;
  - Defined a long-term organizational strategic goal and built key customer and partner relationships (with Consulting and Communication firms, schools, employment agencies, companies and associations).
- **Company & HR Management :**
  - Defined and implemented a vision, missions and values of our company's culture;
  - Raised \$250 000, hired and managed 15 people ;
  - Created and provided workshops for team members on change management, stress and conflict management.
- **Training Engineer / Trainer :**
  - Detected specific training needs and designed custom formats of training (webinar, video, audio, workshops) ;
  - Prepared, scheduled, and delivered training programs, coached and empowered the participants throughout the trainings;
  - Increased the training offer by diversifying the subjects tackled and the targets after feedbacks from the participants.

Feb.2014 –Dec 2015

Richemont/Cartier (Paris - FRANCE)

**Mission:** Establish a new method and provide training to learners from a luxury corporation with various brands in different countries.

### **International Trainer :**

- **Trainings :**
  - Provided pedagogical & technical trainings ;
  - Produced user statistics of trainees for clients ;
  - Created and updated the training and support material for communication use ;
  - Design and implemented functional tests and reports.
  
- **Key-Accounts Management :**
  - Managed clients accounts: Cartier, Montblanc, Lancel, Piaget, Vanclief & Arpels etc.
  - Followed up with the clients' needs and presented the communication solution to the different teams.

Feb.2013 –Jan 2014

MA Film Festival (Paris - FRANCE)

**Mission:** Put together a cinema festival which offers an alternative to today's cinematic trend and which incites more artistic independent creations

### **International Marketing Strategy Manager :**

- **Marketing Strategy :**
  - Set specific marketing goals and set out thorough research market to identify new opportunities ;
  - Designed and implemented the marketing strategy aligned with the business targets ;
  - Developed digital campaigns to increase web traffic for the films ;
  - Thought of innovative ideas to promote the festival and its services ;
  - Ensured brand consistency of the festival through all marketing channels (BTL, ATL) ;
  - Used customers' feedbacks to ensure client satisfaction.
  
- **Public Relations :**
  - Set up of a digital communication, editorial policy and application in communication support ;
  - Initiated contact with medias, followed up with articles and interviews and obtained media coverage in the press on TV and online.
  
- **Team Management :**
  - Divided the organization of the festival in teams and hubs
  - Used and implemented tools for better communication between the members
  - Managed the Communication and Public Relations hub, and conflicts within the teams

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### **REWARDS**

- 2018 : Finalist and winner of the AKB Female Entrepreneur Deloitte competition
- 2017 : Finalist and winner of the Startups RMSconf challenge
- 2016 : Finalist of the Startup pitch of Plug&Start Competition
- 2015 : Finalist of the Startup Corner at the G20
- 2014 : Winner of 'Osez Entrepreneure.

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### **LANGUAGES**

- French (native)
- English (C2)

[Linkedin](#) / [Facebook](#) / [Website](#)

- Arabic (B2)
  - Italian (B1)
  - Chinese (A2)
  - Korean (A1)
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## INTERESTS

- Arts : drawing, singing
- Sports: soccer, volley-ball, running, biking
- Games: paintball, lasergame, darts, board games, escape games
- Cinema: Asian movies, action and adventure movies, superheroes