



Liam Henrard

Belgian student – business management | communication & marketing

I am currently a second year Bachelor's student at **EDHEC Business School**, where I rank among the top of my promotion. Alongside my studies, I work part-time as a Media Ads Manager for an international start-up, gaining valuable hands-on experience in digital marketing. Continuously looking for new projects to devote myself to, I aspire to become an entrepreneur.

PRIMARY SKILLS

Marketing • Social media management • Market Research • Facebook Ads • Communication • Public Speaking • Digital Design • Business Development • Events

LANGUAGES

French - C2
English – C2
Dutch - C1
Japanese - A2

CONTACT ME

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PROFESSIONAL EXPERIENCE

iPURPLE - ECOMMERCE KPOP

01.2022 TILL NOW

Social Media & Ads Management: Part time + 3 months Internship

My experience at iPurple equipped me with practical skills in digital design, social media marketing, Facebook Ads management, various business management aspects as well as cooperative skills I required to work with the iPurple Team.

Main achievement:

- Development of a more consistent visual design and branding
- Currently managing their Daily Ads Distribution budget since June 2024

OTHER EXPERIENCES

NON-PROFIT FOUNDER

08.2023 TILL 05.2024

Founder of the non-profit, VitalityX

- Founder of a non-profit which raised funds and organized events to fight social isolation of the elderly in the Lille metropolitan area in France.
- Leading a team of 6 students while establishing multiple partnerships.

EF PROJECT

08.2022

Self-financing and participation to the 2022 EF-Tokyo program

- 3000€ raised over a 1 year period.
- 3-week immersive Japanese language study in Tokyo.

STUDIES

EDHEC BUSINESS SCHOOL LILLE

2023 TILL NOW

- Business Management BBA2 – French Track

Main achievements:

- Ranked 17th out of 630 students (2023-2024)
- Completed multiple certifications with high honor: ('TOSA Word & Excel 2019, 'Sustainable development in the 21st century with Ban Ki-moon')

HEILIG HARTCOLLEGE TERVUREN

2016 TILL 2023

- Economics – strong Mathematics oriented (Dutch curriculum)

Main achievements: Selected (2023) to join their High Potential program

BACKGROUND INFORMATION

Global traveler

Participation to numerous international programs like Erasmus EU and EF Tokyo.

Active reader - Recently read books:

- 'Atomic Habits' by James Clear

Apart from the EDHEC ENTREPRENEURS Program

Part-time bodybuilder

500h+ spent into developing my physique while maintaining a sustainable diet.