

Jean-Baptiste Bonvarlet

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Summary

Marketing specialist with a strong background in business development, achieving a 30% B2B conversion rate during internship. Experienced in SEO and social media strategies, growing MyTahitiShop's traffic from zero to 2,500 monthly visits and boosting Texas State University's Environmental Safety Department visibility by 576%, with 9% engagement rate and 400% follower growth. Holds a Master in Management from Rennes School of Business and completing a second Master in Digital Marketing at Texas State University (Dec 2025) with a 4.0 GPA. Seeking to join a dynamic and innovative team.

SELECTED ACHIEVEMENTS

- Increased social media visibility by 576% and follower base by 400%, achieving 9.4% engagement in U.S. university campaign
- Drove 30% conversion rate at SaaS startup AssoConnect, acquiring 25+ subscribers monthly through high-volume demos
- Closed 250+ insurance policies with a 12% conversion rate through outbound cold calling at Yago
- Led 50-person student team at R'Store, scaling operations from 12 members
- Raised \$12,000+ through student events while founding Prépa HEC Gauguin
- Executed SEO strategy and content roadmap for niche DTC brand, achieving 2,500+ monthly organic visits for MyTahitiShop

WORK EXPERIENCE

Texas State University

Social Media Manager

Sep 2024 - Dec 2025

United States

- Designed social media strategies for environmental campaigns, increasing impressions by 576% and raising engagement to 9.4%.
- Curated content for @txstehsrem and @whatgoeshereflowshere, growing followers by 400%.

Yago

Business Developer

Jan 2022 - Jul 2022

Brussels, Belgium

- Drove 2,000+ client calls with a 12% conversion rate, closing 250+ policy sales.
- Negotiated with insurance companies for tailored offers, Co-led the Motorbike Insurance segment at Yago, contributing to new customer acquisition strategy.
- Trained a new colleague and managed daily client interactions for strong retention.

AssoConnect

Inside Sales

Jul 2021 - Dec 2021

Paris, France

- Delivered B2B product demonstrations to 500+ prospective clients, achieving a 30% conversion rate and generating 25 new subscribers per month.
- Collected 100+ qualified leads at the National Forum of Associations and Foundations, a flagship event with 4,500 attendees and 350 industry professionals.
- Developed expertise in AssoConnect's software, offering insights and recommendations that improved user engagement and satisfaction.

MyTahitiShop

SEO Specialist

Apr 2024 - Present

Remote

- Designed and executed SEO strategy from scratch, using SEMrush, Ahrefs, and Ubersuggest to guide content and keyword targeting.
- Improved search visibility through on-page optimization, technical fixes, and structured redirects, boosting Google rankings for core keywords.
- Grew MyTahitiShop to 2,500+ monthly organic visits and 200+ customers in the first year, proving SEO as the main acquisition channel.

Education First

Sales Coordinator (Saturday Reinforcement Program)

Oct 2022 - Dec 2022

France

- Conducted outbound calls to more than 500 leads, successfully booking appointments for the sales team.
- Represented EF at major student exhibitions in Rennes, Nantes, Laval, Vannes, and Le Mans, engaging with prospective clients and promoting educational programs.
- Organized and managed an event with 50+ attendees to support local stores and enhance community engagement.

EDUCATION

Texas State University

Master of Arts -MA Major in Digital Media Communication

Jan 2024 - Dec 2025

San Marcos, Texas, United States

- GPA:** 4.0/4.0
- Achievements:** 2nd place out of 30 at Texas State Innovator Pitch Contest (\$2,000 prize) for WiseStrat AI platform
- Coursework:** Data Storytelling, Strategic Communication, Social Media Campaign, Media Product Strategy

Rennes School of Business

Programme Grande Ecole - MSc, Innovation & Entrepreneurship

Aug 2019 - Dec 2023

Rennes, France

- Achievements:** Double diploma with engineering school INSA Rennes in final year (2022-2023), Online Exchange program at leading Eastern European business school GSOM St. Petersburg, January-June 2021
- Coursework:** Financing New Ventures, Marketing of Innovation, Geopolitical and Negotiation Specialization, Digital Marketing Management, Entrepreneurial Thinking

SKILLS

- Strategic analysis, SEO, Ahrefs, Google & Microsoft Suite, Excel, SQL, Market sizing, Business case development, Copywriting, HTML & CSS, Digital Marketing, Competitive benchmarking, Market Research, Tableau, Pitching, Communication, AI LLM & Agents