



## Contact

### Website

www.hugolecalvez.com

### Phone

+81 70-8976-2992

### E-mail

contact@hugolecalvez.com

### Nationality

French

## Expertise

Marketing Strategy

Business Development

SEO | SEA | UX/UI

A.I. Tools

Social Media

## Mastered Tools

### Content Creation:

- Adobe Photoshop
- Adobe Premiere
- Adobe After Effects
- Figma

**CRM:** Hubspot

**CMS:** Wordpress, Elementor

## Language

**English** - Fluent

**French** - Native

**Japanese** - Learner

# Hugo Le Calvez

## Chief Marketing Officer

**Digital marketing expert** with extensive experience in **tech-driven sectors** such as **Cosmetics, AI, and 3D**. Currently **based in Osaka**, I have a deep connection to Japanese culture, strengthened by my academic background.

## Experience

### Chief Marketing Officer

Cydotia & Eisko | 2022 - Today

Led marketing and communication of 3D and A.I. brands, including the strategic transformation of a Beauty Tech innovator, establishing it as the industry benchmark for cosmetic evaluation and simulation.

- **Business Development:** Expanded market presence across **Europe and APAC**, fostering key partnerships and driving growth in strategic markets.
- **Brand Repositioning:** Led a comprehensive **rebranding** initiative, overhauling the company's digital marketing strategy to align with industry trends and customer expectations.
- **Traffic Growth:** Achieved a **300% increase** in website traffic through targeted SEO, content marketing, and PR campaigns.
- **Lead Generation:** Designed and implemented **data-driven lead generation** strategies, significantly increasing pipeline volume and conversion rates.

**Key customers and partners:** L'Oréal, Chanel, Toppan Group, Google

### Digital Marketing Intern

pulpr.ai | 2021

- Designed a marketing and sales strategy for an AI-powered SaaS.
- Created the MVP user journey and app user interface.

### Digital Marketing Intern

Bloomin by Zest | 2019

- Managed social media strategies to boost brand visibility.
- Produced video case studies for major clients like BNP Paribas

## Education

### ESSEC Business School (France)

Bachelor in Business Administration

### Osaka University School of Economics

Exchange Semester