Helwan LE LUHANDRE-MERAH

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EDUCATION

University of California, Berkeley   **Berkeley, United States**
MSc Entrepreneurship, Technology and Startup Management   August 2025 - Current
- Part of SCET & Blockchain Club

Master in Management (PGE)   **France & Brazil**
SKEMA Business School - AI Track   September 2023 - Current
- Corporate Finance, Strategy, Entrepreneurship, AI for managers

Bachelor's Degree in Economics and Finance   **Cergy, France**
CY TECH, Cergy University   Sep 2020 - Jul 2023
- Speciality in Marketing and Econometrics
- Technical foundation: Python, C/C++, Electrical Engineering & Computing

PROFESSIONAL EXPERIENCE

Cortex Solutions, Business Strategy And Development Intern   **Paris** - Aug. 2024 - Dec 2024
- Built automated GTM and reporting pipelines using Python, SQL and Power BI, reducing manual analysis time by 60% and enabling faster data-driven decisions
- Designed and deployed AI-driven customer segmentation and scoring models (RFM analysis, outlier detection, intent signals) using Python/SQL/TensorFlow to identify and prioritize high-value growth opportunities

Skeelz, CEO's Right-Hand   **Paris** - Jan. 2024 - Jul.2024
- Co-designed GTM strategies and revenue systems for high-value clients, conducting market analysis, ICP definition and competitive intelligence to support business expansion
- Built automated prospecting pipelines and outbound infrastructure, designing TAM lists, account enrichment workflows and performance tracking dashboards for GTM operations

Husky Avax & Other Crypto Project, CMO & Founder CTO   **Paris** - Sep 2021 - Aug 2023
- Led GTM strategy for crypto project reaching €40M market cap: technical roadmap, community growth (0→10K Discord), €1M NFT sold-out in 15min
- Co-founded play-to-earn game on AVAX (CMO/CTO), managing marketing, writing smart contracts, supervising dev team – €500K revenue in 15 days

DigitalisePro, Co-Founder   **Paris** - Jun 2021 - Dec. 2022
- Co-founded 2-person digital agency, handling client acquisition, web development, and marketing to generate €150K from SME clients (artisans, restaurants, bakeries)
- Leveraged French gov digitalization subsidy to drive acquisition and built recurring revenue through annual server contracts

E-Commerce , Founder   **Online** - Apr. 2019 - Aug. 2021
- Launched and iterated on 15 e-commerce niches, identifying 3 viable markets and scaling to €300K revenue through owned inventory and branded products
- Executed full product lifecycle as solo founder: sourcing, pricing strategy, digital acquisition (SEA, email), branding, and fulfillment operations

SKILLS

- **Product & Growth:** Google Ads, Facebook Ads (+€800K spent), SEA/SEM, A/B testing, User research, Email marketing, Community management (Discord, Twitter), Conversion optimization
- **AI & Technical:** Python, SQL, React, Solidity, Power BI, TensorFlow, Claude Code, Cursor, Clay, n8n, Make, Cargo, HubSpot, Salesforce, Git, AWS, Zapier, Airtable Openclaw
- **Soft Skills:** Adaptability, Curiosity, Entrepreneurial spirit, Open-minded, Growth-oriented
- **Languages:** French (Native), English (Fluent), German (B2), Portuguese (B1)

ACTIVITIES & INTERESTS

- Proficient in blockchain technology, cryptocurrencies, tokenomics, and AI applications
- Competed in swimming at regional level
- Travel enthusiast with a particular interest in Latin America and surfing