

SALOMÉ HASSAN

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Salomé Hassan

Online Resume Salomé Hassan

PROFESSIONAL EXPERIENCE

Project Manager - Event Sales

Kymono (Kymono Life) · 2023 - 2026 · Permanent contract

- Designed and delivered seminars, offsites, company parties and team-building days for 60+ clients including Lacoste, Deezer, Kering, LVMH, Mistral and RATP
- "Loups-Garous de Thiercelieux" B2B Experience (The Werewolves of Millers Hollow): designed the game mechanics (elimination system, quests) and produced it with CANAL+, Panayotis Pascot and Fary. Rolled out to 25 clients in its first season (2025)
- Sold 70+ events (10 to 400 attendees), generating €2M+ in revenue, including a €540K seminar
- Built creative proposals, managed budgets and coordinated event-day delivery
- Structured the event team's day-to-day organisation in Notion: defined processes, built client, project and production databases and their relations, set up automations
- Notion champion: go-to person for all Kymono teams and optimisation of the workspace

Communication & Events Project Lead

Le Food Trip · 2022 - 2025 · Freelance

- 2023 - 2025: Ran operations for 40+ Food Tours (10 to 70 attendees)
- 2022 - 2023: Led the KissKissBankBank crowdfunding campaign, exceeding its target by 674% (1,685 pre-sales)
- 2022 - 2023: Produced 30 short videos filmed at partner artisans' workshops (shooting, editing, publishing) and designed the Instagram editorial line

Customer Success & Learning Manager, then Product Owner

Schoolab · 2020 - 2022 · Internship, then work-study

- "Inject": white-label digital platform for managing innovation programmes, 5,000 monthly active users
- Customer Success & Learning Manager: managed customer support, the help centre and platform training
- Product Owner: designed an engagement and retention strategy, onboarded 40+ corporate clients

Assistant Event Project Manager

Le Salon du Vintage · 2020 · Internship

- Sold stand space to exhibitors, handled event-day logistics and press relations for the Paris and Bordeaux fairs

KEY SKILLS

- **End-to-end project management** *(scoping, budget, production, event day)*
- **Organisation & structuring in Notion** *(processes, databases, relations)*
- **Cross-team coordination** *(clients, suppliers, internal teams)*
- **Risk anticipation and management**
- **Client relationship development and retention**
- **Bid management & RFP responses**
- **Applied creativity and tailor-made concept design**

EDUCATION

MBA in Communication & Event Management

EFAP · 2022 - 2023 · Head of the class

Master's Degree (M2) in Sales Strategy and Negotiation

Université Paris 1 Panthéon-Sorbonne · 2021 - 2022 · Head of the class

Master's Degree (M1) in Marketing & Sales

Université Paris 1 Panthéon-Sorbonne · 2019 - 2020

Bachelor's Degree in Economics & Management (final year on exchange)

Université Paris 1 Panthéon-Sorbonne · 2016 - 2018

Université du Québec à Montréal · 2018 - 2019

LANGUAGES & TOOLS

Languages

French *(mother tongue)*

English *(fluent)*

Project management tools

Notion *(Notion Academy: "Essentials", "Workflows", "Advanced")*

Google Workspace, ***Canva***, ***Slack***, ***Microsoft Office***, ***HubSpot***, ***Sellsy***, ***Pennylane***

AI tools

Claude, ***ChatGPT***

PERSONAL PROJECTS

Charity event design: *€10K+ raised (120 attendees - 2024)*

Organisation of a talk with Léon Lewkowicz, Holocaust survivor *(80 attendees - 2024)*

Summer camp director & youth leader *(10 youth leaders and 90 children)*
BAFA and BAFD 1 certified, French youth leadership qualifications