

ELROY SITBON

Final-Year Internship — Data & AI Consulting | January – June 2027
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EDUCATION

IÉSEG SCHOOL OF MANAGEMENT

Master in Management (Grande École Programme) — M2 Corporate Finance

2021 - 2027

Paris, France

Minor in Technological Transition: AI and machine learning, econometrics and data analysis, design thinking

LYCÉE PASTEUR

Baccalauréat Général — majors in Mathematics and Economics & Social Sciences

2021

France

PROFESSIONAL EXPERIENCE

Founder

September 2024 - Present

RAISEMEDIA | AI-first growth and inbound marketing agency

Paris, France

- Running end-to-end client delivery across 10 industries — real estate (CENTURY 21 network), healthcare, deeptech, security, local retail — from scoping to deployment
- Managing local search visibility for 42 Google Business locations, from initial audit to ongoing optimisation
- Deploying automated review-collection systems (proprietary software, NFC, team training) to lift social proof and outbound conversion
- Designing a Generative Engine Optimization offer that structures client data and content to be cited by LLMs
- Building custom websites and proprietary CMS platforms through AI-assisted development
- Delivering a full digital overhaul for a deeptech client: multilingual site segmented by customer profile, 65-reference catalogue with AI-generated visuals, CRM-connected qualification chatbot
- Leading a hybrid team of freelancers and production AI agents across the delivery pipeline
- Building “RaiseDesk”, an in-house ERP centralising 80% of operations — CRM, projects, invoicing, AI-drafted review responses under human validation — cutting structural costs and delivery lead time

Business Valuation Intern

April 2024 - August 2024

EXELMANS ADVISORY | Valuation practice,

Paris, France

- Valuing companies for M&A, divestment and restructuring deals using DCF and comparable multiples
- Valuing complex instruments (preference shares, BSPCE, convertible bonds): equity waterfalls, sector volatilities, capital dilution
- Drafting valuation reports for stakeholders and supporting buy-side and sell-side due diligence

Sales Advisor

May 2023 - July 2023

LACOSTE | Galeries Lafayette Haussmann flagship store

Paris, France

- Advising international customers, including the Roland-Garros, Netflix and Keith Haring pop-ups

ENTREPRENEURIAL PROJECTS

- **TapNow** — co-founder: Google review collection through an NFC card, no app required (tapnow.fr)
- **fermeture.co** — co-founder (2025): detecting commercial premises from weak signals, before they reach the market (fermeture.co)
- **SneakerGame** — co-founder (2018-2021): community of 150 collectors; sourcing, authentication and resale

LANGUAGES & TECHNICAL SKILLS

- French: Native | English: Fluent (TOEIC 860) | Spanish: B2
- Applied AI: agent orchestration, MCP servers, context engineering, human-in-the-loop workflows
- AI-assisted agile development: specification, short iterations and shipping to production with coding agents
- Data and demand analysis: DataForSEO, Semrush, Ahrefs, Search Console, econometrics
- Financial modelling: DCF, multiples, Monte-Carlo, Black-Scholes, S&P Capital IQ
- Microsoft Office Suite: PowerPoint, Word, Excel