

RAPHAEL LANSONNEUR 雷赫非

raphael.lansonneur26@imperial.ac.uk [LinkedIn](#)

EDUCATION

Imperial Business School

London, UK | Aug 2026 – Aug 2027

MSc Global Health Management

Concentration: Innovation & Entrepreneurship

Relevant modules: Health Economics; Health Systems, Policy, and Financing; Business Strategy for Global Healthcare; Design

Thinking: Solving Complex Problems Through a Disruptive Mindset; Marketing for Entrepreneurship; Technology and Innovation Management; Financial Accounting for Health

Brown University

Providence, USA | Sep 2021 – May 2025

BA Biology and Economics (GPA: 3.75/4.00)

Relevant modules: Immunology, Infectious Diseases, Organic Chemistry, Genetics, Cell and Molecular Biology, Management of Industrial and Nonprofit Organisations, Intermediate Microeconomics, International Finance

PROFESSIONAL EXPERIENCE

Ink Studio (Videography & Digital Marketing Agency)

Geneva, Switzerland | Jan 2025 – Present

Co-Founder & Managing Director

- Co-founded a videography and digital marketing agency producing brand films, event videos, social media content and ads for 10+ clients in hospitality, education, sports, real estate and fashion
- Lead all business functions as Managing Director, including sales, operations, client relationships, finance and infrastructure; designed and built the agency's website (inkstudio.ch)
- Generated CHF 35,000 in revenue in 2026 to date

Gartner (Research and Advisory Firm)

Barcelona, Spain | Feb 2026 – May 2026

Sales Development Associate, MSE Finance

- Served as first point of contact in the sales pipeline for CFOs of midsize enterprises (\$100M–\$1B revenue), prospecting through cold calls, email sequences and LinkedIn outreach
- Converted prospects into 45-minute introductory meetings presenting Gartner's services, the second stage of the sales pipeline
- Consistently achieved 125–150% of monthly targets, ranking among the top performers in the team

TourHero (Tech Startup)

Bogotá, Colombia & New York, USA | May 2024 – Aug 2024

Business Development Intern

- Onboarded 30+ venues in Bali through negotiations with villa owners and management companies, establishing profitable partnerships that strengthened TourHero's market presence
- Engaged and onboarded prospective clients, expanding the client base and driving business growth
- Conducted market research to identify sales opportunities and ran marketing initiatives to raise brand visibility

RH Expert (Hospitality Agency)

Geneva, Switzerland | Jun 2023 – Aug 2023

Waiter, Runner, Host

- Covered waiter, runner, server and host roles at short notice, maintaining high service standards under pressure

ESTABLISHED. (Packaging & Branding Agency)

New York, USA | May 2022 – Jul 2022

Strategic Marketing Intern

- Proposed branding and marketing ideas as part of the strategy and marketing team to drive business growth
- Researched trends and artists to develop marketing and branding strategies

ACHIEVEMENTS

Brown Men's Rugby Club – Co-Captain, 1st XV

Providence, USA | Aug 2021 – May 2025

- Elected Co-Captain by coaching staff and team leaders; captained the team to the 2024 D1 National Championship
- Won the 2022 D1 National Championship and Ivy League Championship as part of the leadership team
- Received the Scholastic All-American award, recognising high-performing athletes for academic and athletic success

ADDITIONAL SKILLS

Technical Skills

Web Design, Claude Code, Microsoft Office (Excel, PowerPoint, Word), Google Workspace, Salesforce

Languages

French (Native), English (Native), Mandarin (Fluent), Spanish (Basic)

EXTRA-CURRICULAR & INTERESTS

- Volunteer, Mercu Buddies, Singapore (2019 – 2020):** organised and led activity sessions for underprivileged children
- Interests:** Film, Culinary Arts, Dancing, Music, Snowboarding, Surfing, Chess