

# GUSTAVE L'EPINE



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## SKILLS

- Extensive knowledge of the music market and its various players
- Active monitoring of the current music industry and underground trends
- Broad knowledge of the digital influence sector and its various players
- Audience development via social networks (TikTok/Instagram)
- Excellent communication skills (teamwork & management)
- Active monitoring of emerging and/or established talent/creators on the various social networks
- Adobe Suite (Photoshop/PremierePro)
- Bilingual French & English

## FORMATION

### TOULOUSE BUSINESS SCHOOL

Bachelor (BAC+3)  
Spécialisation Marketing Digital  
& Communication

2019-2022

## EXPERIENCES

### ● MANAGER / COMMUNICATION & ARTISTIC DIRECTOR

Independant  
2019 - today

- Management of various artists and talents
- ( Etchelast / LeDibz / Ndyà / gvs )
- Implementation of communication strategies and creative support
- Management of partnerships & collaborations with brands and/or other creators
- Development of communities on social networks
- Image management and press relations

### ● FOUNDER / DESIGNER

**STUPID YOUNG PEOPLE**  
(clothing & accessories brand / media)  
2023 - today

- Creation and development of the brand, without initial cash
- 45,000 subscribers and over 2,000 sales (full organic)
- Communication / Art direction / Project management / Product design & production / Logistics management / After-sales service / Sales strategy



### ● ARTIST (SINGER/SONGWRITER)

**gvs**  
2019 - ∞

- Over 5 million streams & 100,000 subscribers in full organic
- 2 (charity) concerts

### ● HEAD OF MARKETING & ARTIST RELATION

**Rapsodie**  
2022 - 2023

- Responsible for discovering, contacting and establishing a long-term relationship between artists and the company, managing contracts
- Responsible for content strategy (with the aim of generating new downloads)
- Management of the marketing team, aiming for community development



### ● CONTENT CREATION & SOCIAL NETWORKS MANAGEMENT

**Interlude**  
2019

- Content creation for social networks
- Project management and follow-up (creation of new video formats)
- Relations with artists and industry players for media campaigns

