Hadrien Kubilay Dourthe

Digital Marketing & Communications | Content Creator

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PROFESSIONAL SUMMARY

Digital marketing and communications specialist and working content creator. At Alstom, I produce product communications across LinkedIn, editorial and video for an international division. Independently, I run Kuboptics, a photography brand of 9,000 followers, and create paid content for brands including Sihoo, Godox and TORRAS, shooting and editing it all myself.

CORE COMPETENCIES

Digital Marketing Campaigns (B2B & Corporate), Social Media Content (LinkedIn & Instagram), Content Creation (Photo, Video, Reels), Brand Partnerships & Sponsored Content, Visual Storytelling & Art Direction, Short-Form Video Editing, Affiliate & Influencer Marketing, Internal & Corporate Communications, Multilingual Content Adaptation (EN / FR / TR)

PROFESSIONAL EXPERIENCE

Digital Marketing & Product Communications Specialist (V.I.E)

Alstom Transport | Berlin, Germany | Jun 2025 - Present

- Create and update brand-aligned product communication materials for digital and print use.
- Support global product marketing campaigns through photography, video production and editing.
- Contribute to product branding, ensuring consistent naming and brand standards across regions.
- Support events and exhibitions, including InnoTrans, and adapt and translate content between English and French.

Content Creator & Brand Partner (Freelance)

Kuboptics | Berlin, Germany / Remote | 2023 - Present

- Grew Kuboptics, an independent photography and video brand, to 9,000 followers.
- Created paid, product-based content campaigns for brands including Sihoo, Godox, TORRAS and Dehancer.
- Managed collaborations end to end: concept, product shoot, photo and video editing, copy and cross-platform publishing.
- Ran affiliate promotions and produced all content independently using Premiere, After Effects, Lightroom and Photoshop.

Digital Marketing & Content Manager Intern

PASTEL Hospitality | Bangkok, Thailand | Jan 2025 - Jul 2025

- Developed and executed digital marketing strategies to strengthen brand visibility.
- Managed social media content and coordinated photo and video shoots for campaigns and events.

Cultural Establishment Employee

Chihara 21 Corp. | Beppu, Japan | Dec 2023 - Aug 2024

- Client and cashier management with customer advisory in a Japanese-language environment.

Hotel Staff (4-Star)

Suginoi Hotel | Beppu, Japan | Feb 2023 - Aug 2023

- Customer service and complaint resolution in Japanese within a multicultural context.

Accounting & Finance Intern

Alstom Transport | Baku, Azerbaijan | May 2022 - Jul 2022

- Managed accounting data, prepared financial reports, and assisted with inventory and logistics.

EDUCATION

BSc in Digital Marketing & Entrepreneurship | NEOMA Business School (CESEM Double Degree) | 2021 - 2025

BSc in International Management | Ritsumeikan Asia Pacific University (APU), Exchange Program | 2022 - 2024

TECHNICAL SKILLS & TOOLS

Adobe Creative Suite (Premiere Pro, After Effects, Lightroom, Photoshop, Illustrator), Microsoft Office Suite, Canva, LinkedIn, Instagram.

CERTIFICATIONS

Google Ads Search Certification (2024), LVMH Inside (2023).

LANGUAGES

French (Native), Turkish (Native), English (Fluent), Spanish (B2), Japanese (N3).