



Gustavo De Almeida Guéniot

Digital Marketing Apprentice – Growth, AI & E-commerce

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Seeking a work-study apprenticeship (alternance) in digital marketing, growth or e-commerce, available from October 5, 2026.
Schedule: 1 week at school (MBS) / 3 weeks at the company.

SUMMARY

Montpellier Business School student and an entrepreneur since age 13. With my developer partner, I launch products end to end: I co-founded BackLid (live) and Reeltoon, and I have led marketing for the PhantomTasks app since July 2025. I own positioning, pricing, user acquisition and content creation, and I automate my work with AI (Claude Code, ChatGPT).

WORK EXPERIENCE

Co-founder – Marketing & Product | BackLid

Custom laptop skins for brands and founders | Montpellier, France | September 2026 – Present

- Validated the idea by analyzing about a dozen competitors (dbrand, Skinit, Casetify...): none offered a done-for-you skin with the design included.
- Launched backlid.com in 5 days with online payment (Stripe) and 4 packages from €29 to €199, with margins calculated for each.
- Sourced print suppliers and brought the printing cost down to about €2–3 per skin.
- Created product visuals and mockups with AI; automated the print-file design engine with Claude Code.

Co-founder – Product, Creative & Marketing | Reeltoon

AI-generated vertical short drama app | Montpellier, France | September 2026 – Present

- Defined the positioning (ReelShort-style series, manhwa-inspired stories) and the pricing: VIP subscription, credit packs, custom series from \$49 to \$1,499.
- Run an AI video production studio: scripts, voices (ElevenLabs), video (Seedance, Wan 2.2), editing and quality control.
- Built the YouTube channel identity and automated social media publishing (Postiz); wrote the business model, pitch deck and revenue forecasts.

Founder | Viralook, print-on-demand Etsy T-shirt shop

E-commerce | Online | June 2026 – September 2026

- Launched the shop on my own in the cult-movie niche with AI-assisted designs: €1,755 in revenue and 58 orders in 3 months (3,584 visits, 1.6% conversion rate).

Growth & Product Marketing | PhantomTasks

AI voice to-do list mobile app on Google Play | Remote | July 2025 – Present

- Built the launch marketing plan on a past campaign's results: about 1,000 installs for €110, or €0.11 per install.
- Rewrote the product promise ("The to-do list you talk to") and the Google Play listing (ASO): title, descriptions, 8 screenshots.
- Designed a Google Ads app install campaign: budget, targeting, conversion event, 20 ad creatives and a 92-second video.
- Audited 22 app screens for UX issues and prioritized fixes with the developer.

Brand Strategy Intern | Independent brand strategy consultant

Internship with a freelance brand strategist | Lisbon, Portugal | June 2025 – July 2025

- Worked on brand strategy projects for the consultant's clients: a new product launch campaign, market research and analysis, production support.

Early e-commerce ventures | Personal projects

Lisbon and Montpellier | 2019 – Present

- Shopify dropshipping store at age 13 with Facebook Ads; Flowers Square jewelry brand (design, production, pop-up booth); Vinted reselling at 4–5x the purchase price.

EDUCATION

Bachelor of International Business Administration (BIBA)

Montpellier Business School (MBS)
3rd year | September 2024 – Present

French Baccalaureate, with honors

Lycée Français Charles Lepierre,
Lisbon
2024

SKILLS

Digital marketing

Growth marketing User acquisition
SEA (Google Ads) Meta Ads
ASO Social media marketing
Content creation Copywriting
Branding Product marketing
Pricing Market research
Competitive analysis

AI & automation

Claude Code ChatGPT
Prompt engineering
Workflow automation
AI image and video generation
ElevenLabs

E-commerce & tools

Shopify Etsy Stripe Vinted
Canva Pro Postiz
Google Workspace
Microsoft Office (Excel, Word, PowerPoint)

Business

Business planning Pitch decks
Revenue forecasting
Project management Negotiation

LANGUAGES

French	Native
Portuguese	Native
English	C1 (IELTS 7.5/9)
Spanish	B2 (BRIGHT)

INTERESTS

Artificial intelligence, start-ups, investing, cinema, fashion, travel (New York, Morocco, Italy, Cape Verde).