

Arthus Haulot

Entrepreneur · Communication & Digital Strategy · Product & AI

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I launch projects, build them, and make people care about them.

Student entrepreneur in Public Relations and founder of **Sportivision**. I connect communication, product and tech, and I move fast from idea to execution.

EXPERIENCE

Founder · Sportivision

2024 – present

Marketplace for sports event photography · self-employed

- Designed, coded and launched the platform solo, from product to acquisition, with a **computer vision** algorithm (Python) that matches each photo to its participant through race bibs, GDPR-compliant.
- 80,000+ photos, 100+ events**, 50+ photographers; at the Brussels 20 km, **1,048 sign-ups** for €50 of ads (mailing).
- Partnerships with organisers, a press campaign (**Trends-Tendances, RTBF**) and paid campaigns.

Marketing & Comms Intern · Finish Line USA

2026 · New York

US bike-care brand · 6 weeks, 100% in English

- Editorial calendar (**Maintenance Monday**), **influencer** and **press** campaign for the BOOSTED™ launch, press release and 5 articles.
- Launch video **reused by the brand** on Instagram. Hired after years as a brand ambassador.

Digital Communication Consultant · Freelance

2024 – present

- Happy Bike Days** (largest MTB test festival in the Benelux): audit, strategy, content and paid campaign: **90,000+ cumulative reach** in 2 weeks, on accounts that had stopped posting.
- Belgium ambassador for the **Orcières-Merlette** resort (FR) since 2020; projects for Bike2B and PowerBar.

PR & Video · Students Entrepreneurs Club

2026 – present

Solvay (ULB) entrepreneurship club: press and videos.

Event Organiser · Civix (non-profit)

2023 – 2024

- Co-organised a civic event ahead of the 2024 elections: **~400 attendees**, covered by **RTBF** and **BX1**.

PROJECTS

made in b. · Editorial lead, team of six

2025

Podcast on the hidden jobs of Belgian music: editorial line, planning, team, coded website. **60+ listens** in 48 h, 100% organic.

Reyers89 · Founder

2026

Community of the Mediapark comms scene (Brussels): idea, launch, graphic designer, website, comms, logistics.

Art'& Event · Budget lead

2025

Open-stage event for ~100 attendees, started from **€0** and profitable thanks to sponsors and presales.

SKILLS

Communication

Digital strategy, press relations, community management, editorial planning, performance analysis

Content

Photo, video, design, copywriting (Premiere Pro, Photoshop, Lightroom, Final Cut, CapCut, Canva)

Tech, web & AI

Python, Django, JavaScript, HTML/CSS, computer vision, SEO, Meta Ads, Mailjet, AI-assisted development

Business

Project management, budgeting, sponsorship, partnerships

SPEAKING

Speaker at Young Talent in Action (2025) in front of **500+ students**. Press: Trends-Tendances, RTBF, Securex, Le Soir, BX1.

EDUCATION

Bachelor in Public Relations

HELB, Brussels · 2024 – 2027

English Language Institute

City College of New York · 2024

Political Science

ULB, Brussels · 2023 – 2024

High school, cycling programme

Marche-en-Famenne · 2020 – 2023

LANGUAGES

French	Native
English	B2

BEYOND WORK

MTB enduro racer, Belgian junior top 10, sports boarding school.