Nolan Di Francesco

Communication, *content*, events.

MASTER WORK-STUDY 2026 · PYXALIS

ISÈRE · SAVOIE

21 YEARS OLD



PROFILE

Building connections, *telling stories* and bringing people together.

Communications assistant at Pyxalis on a work-study contract since September 2026.

Fresh out of my BUT MMI degree in Grenoble, I'm interested in brands, in what they have to say and in the way they build connections with their audience. What drives me day to day is finding the right message, the most fitting format or the ideal event to engage a community and bring a project's values to life.

Naturally curious and a real team player, I love the synergy that comes out of a collective brainstorm and the satisfaction of seeing an abstract idea come to life on the ground or on social media. To me, communicating isn't about piling up content: it's about giving meaning and impact to every action.

12
countries visited across 3 continents

3
languages: French, English, Italian

∞
hours spent playing sports

∞
songs played and artists met along the way

2
years of work-study at Pyxalis, 2026 → 2028

BACKGROUND

SEPTEMBER 2026 → 2028

External Communication Assistant

Pyxalis · Moirans, 38430

SEPTEMBER 2025 → AUGUST 2026

Communication & Content Creator

YouStudio · Grenoble, 38000

27 JANUARY TO 25 APRIL 2025

Content Creator

YouStudio · Grenoble, 38000

19 AND 20 APRIL 2025

Volunteer

Trail du Lac de Paladru · 38850

EDUCATION

2026 → 2028

Master's in Information & Communication, Corporate Communication for Professionals (CEP) track, work-study

ICM Échirolles

2023 → 2026

BUT MMI, Communication Strategy specialization

IUT 1 · Grenoble

2020 → 2023

STI2D Baccalaureate, ITEC specialization

LPO Monge · Chambéry

TOOLBOX

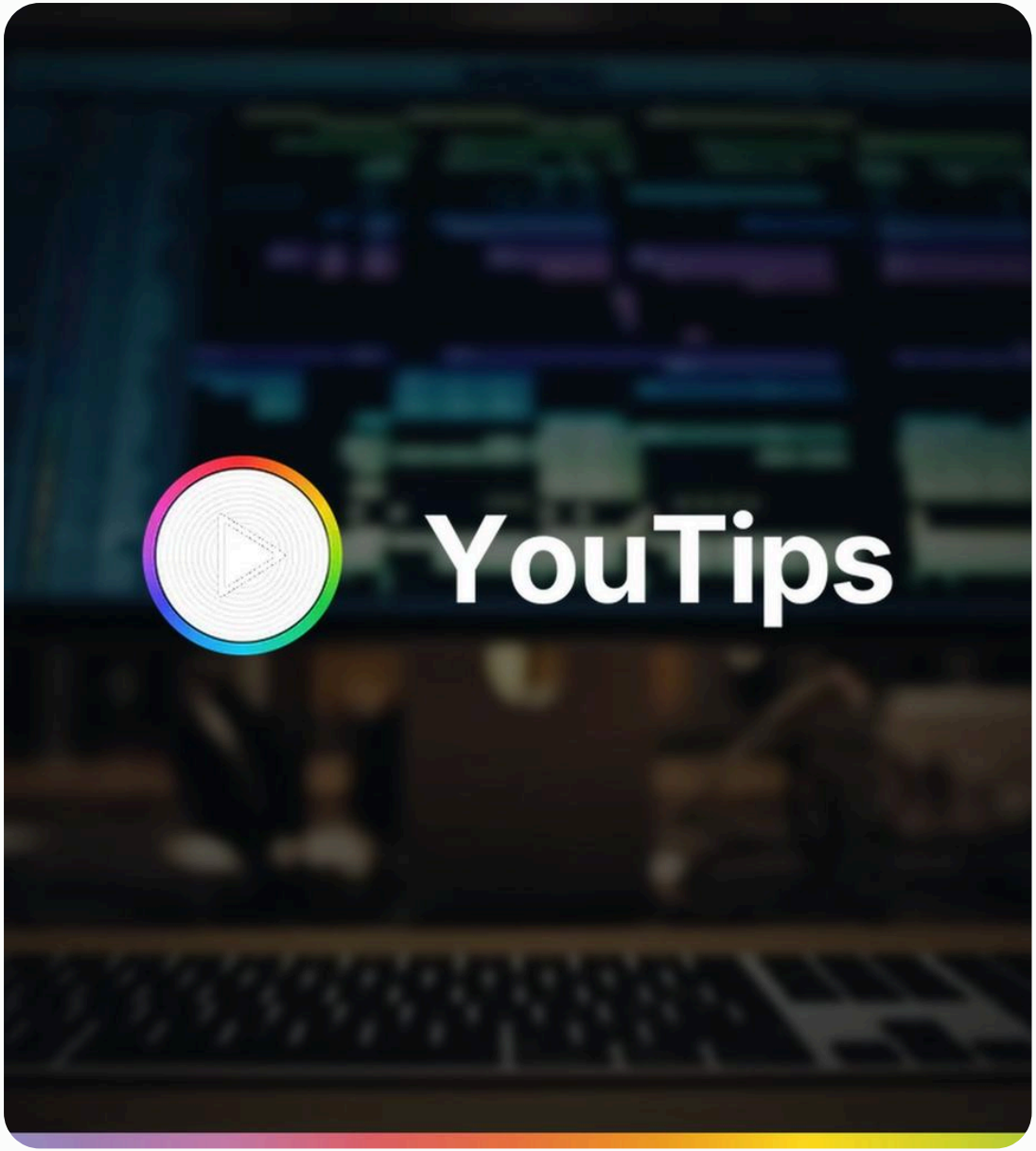
Communication & strategy

Social media Instagram · LinkedIn · TikTok · Meta · X
SEO · SEA · GEO Organic, paid & generative search
KPIs & analytics Performance measurement & ROI

Creation & production

Adobe Creative Suite Ps · Ai · Pr · Xd
Figma UI & prototyping
Photography Shooting & retouching
CapCut Video editing
Canva Quick-turnaround assets

> *"His fulfilment, his seriousness and the quality of the work carried out are [...] highly appreciated throughout this work-study experience."*
>
> Guylaine Guéraud-Pinet · Grenoble, 12 March 2026



SELECTED PROJECTS · 01

YouTips

SEO and email marketing automation

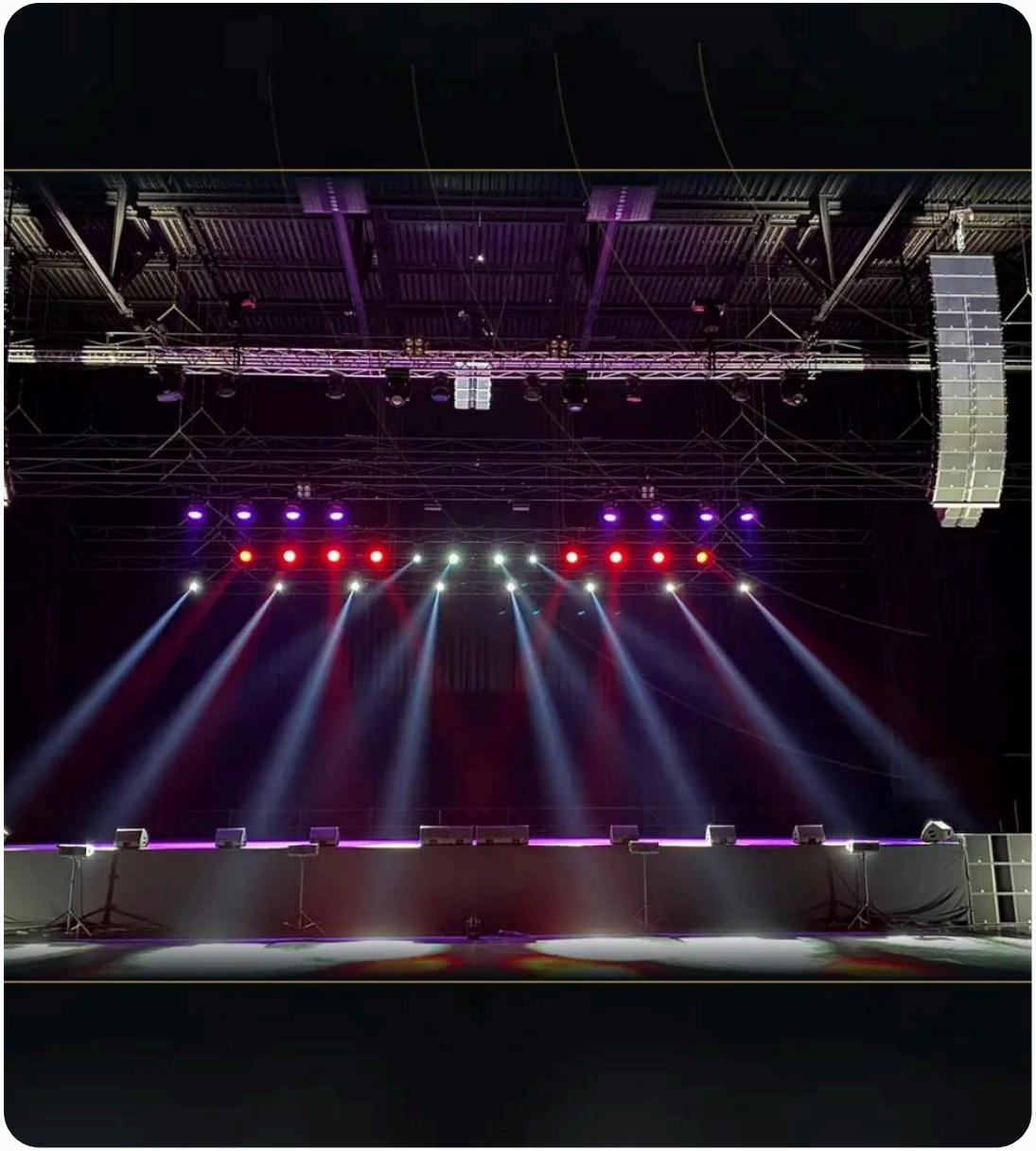
Communication

During my work-study year at YouStudio, I built YouTips' acquisition chain, from visibility through to follow-up.

2025 · 2026 · Work-study · Individual

Full case study online ↗

difrancesconolan.fr/en/projects/youtips-seo-and-email-marketing-automation/



SELECTED PROJECTS · 02

L-Acoustics

B2B communication strategy

Communication

The French manufacturer that invented the modern line array. Its live communication is exemplary, which is exactly why I did not make it my subject.

2026 · Unsolicited analysis · Individual

Full case study online ↗

difrancesconolan.fr/en/projects/l-acoustics-b2b-communication-strategy/



SELECTED PROJECTS · 03

Ut4M

Communication strategy, Ultra Tour of the 4 Massifs

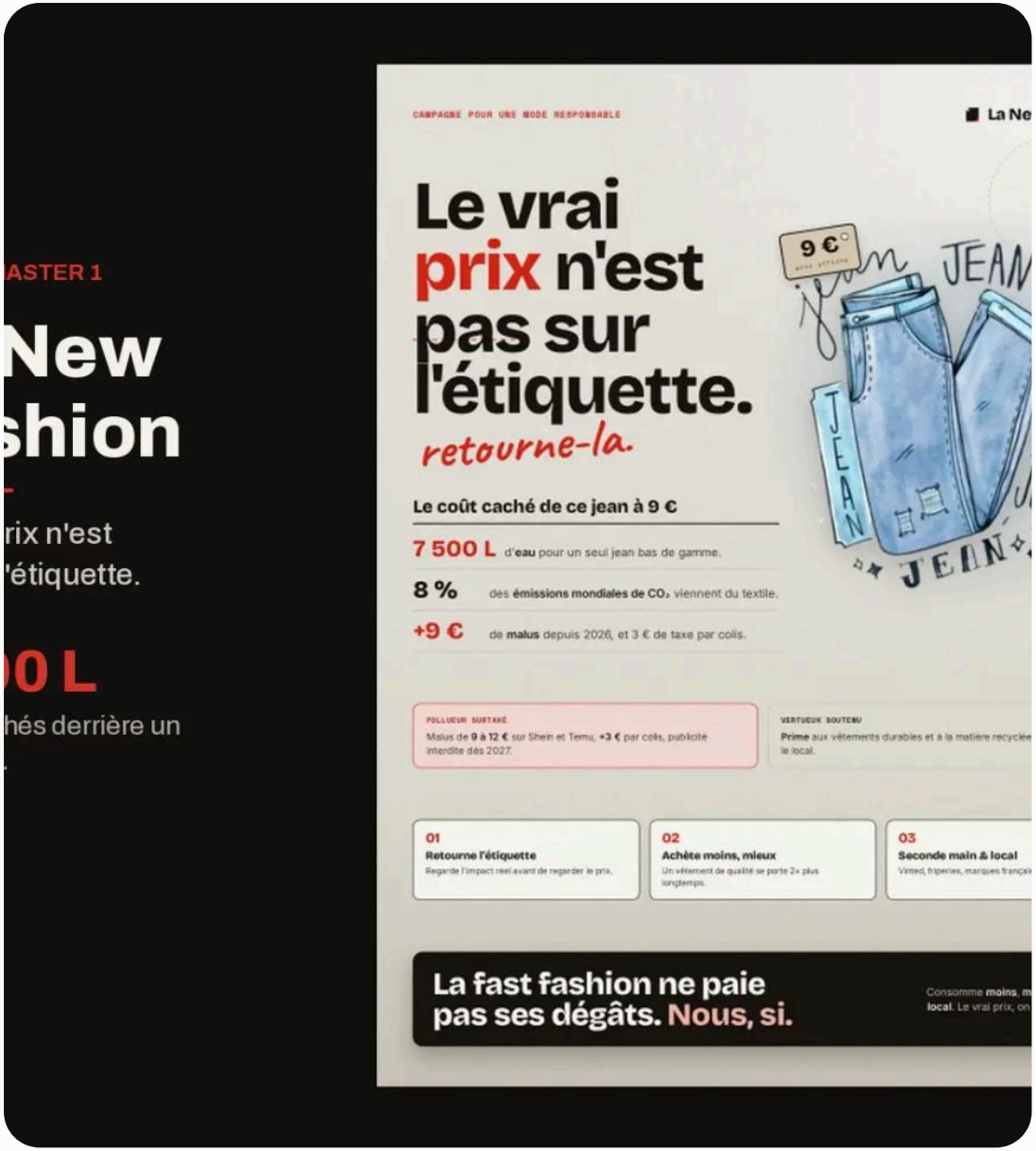
Communication

The Ut4M achieves what most sporting events are still chasing: it fills its races, retains its runners and gets talked about locally.

2026 · Unsolicited analysis · Individual

Full case study online ↗

difrancesconolan.fr/en/projects/communication-strategy-for-the-ut4m-ultra-tour-of-the-4-massifs/



SELECTED PROJECTS · 04

La New Fashion

Fast fashion awareness poster

Communication Graphic design

18-to-25-year-olds know the impact of fast fashion, criticise it, and buy more than ever. The real price isn't on the label, turn it over.

2026 · Master's, year 1 · Individual

Full case study online ↗

difrancesconolan.fr/en/projects/la-new-fashion-fast-fashion-awareness-poster/



SELECTED PROJECTS · 05

Naël

Fashion brand creation & 360 strategy

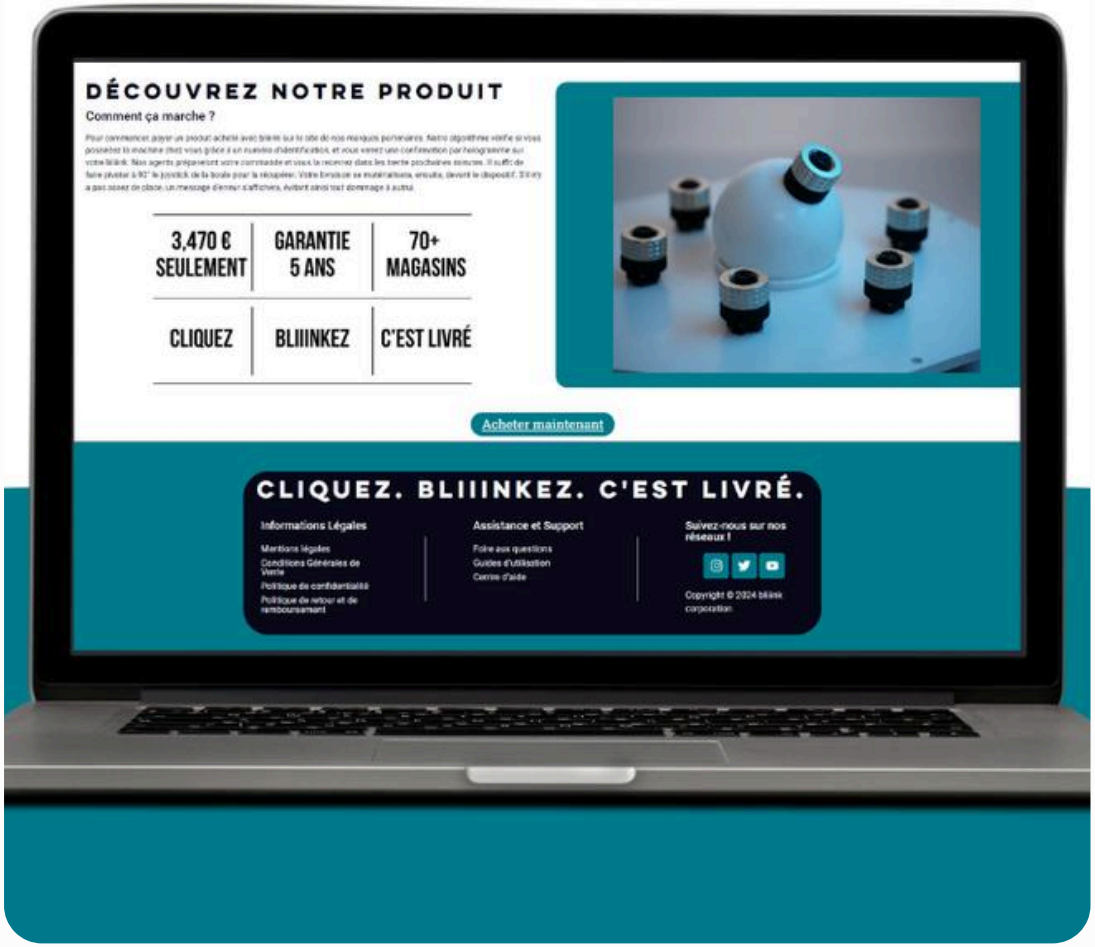
Communication

A wardrobe that never goes out of style. Complete creation of a contemporary French fashion brand and its 360° communication strategy.

2025 · Fictional brand · Personal project

Full case study online ↗

difrancesconolan.fr/en/projects/nael-fashion-brand-creation-360-strategy/



SELECTED PROJECTS · 06

Bliiink

Service design and communication

Audiovisual Communication Graphic design

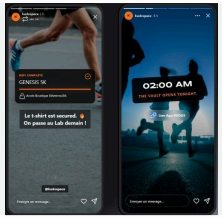
Building a fictional brand from the ground up: from audience analysis to the final pitch, with a complete communication strategy rolled out across every touchpoint.

2024 · Fictional brand · Team of 3

Full case study online ↗

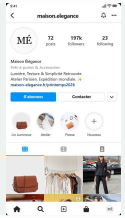
difrancesconolan.fr/en/projects/bliiink-service-design-and-communication/

OTHER PROJECTS



Kudos Pace

SEA strategy & UX design · 2026



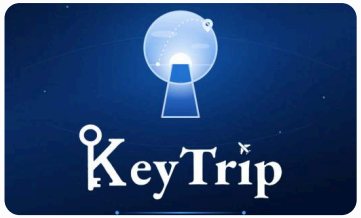
Maison Élégance

Social media · 2026



K'fée des Jeux

Audit & com strategy · 2026



KeyTrip

Communication strategy · 2025



The Bear

Awaken your wild instincts · UI design & prototyping · 2025



That noise that wouldn't let go

Audio fiction · 2025



Millia Matcha

Pop-up opening (event) · 2025



VinylVerse

Brand identity & e-commerce · 2025



Behind the curtain

Cultural report · 2025



Theory

Documentary short · 2024



Recreating an advertising film

Breakdown & editing · 2024



Le Cœur de la Caméra

Report on the profession of videographer/photographer · 2023



Web posters

Graphic design · 2023 · 2024

CONTACT

Let's work *together.*

Whether it's to work together, ask a question, or share a funny joke,
you can reach me here.

difrancesconolan@gmail.com

+33 7 68 08 22 18

LinkedIn ↗

difrancesconolan.fr ↗

