

HOODLUM
FILM FIXERS

Filming in
SAO TOME

JEAN | HOODLUM CV

www.hoodlum.tv



EDUCATION

MASTER Degree in Chinese Mandarin Language and Civilization

- 2010-2011 Paris VII, Diderot University, Paris, France

BACHELOR in International Business and Management

- 2003-2006 对外经贸大学; University of International Business and Economics, Beijing, P.R,China

BACHELOR in International Business and Management

- 2001-2006 CESEM Program, Neoma Business School, Reims, France

HIGH SCHOOL Graduation 12th Grade

- 1998-1999 Baccalaureate literary studies, Jean-Jaurès Highschool, Reims, France

PROFESSIONAL SUMMARY

AREAS OF EXPERTISE : Sales and Marketing, International Management, in Asia, Europe and Africa (LDC and SIDS countries) and Entrepreneurship.

TRANSLATION SKILLS : translation of written documents in the areas of sales, marketing and industry from French, English, Portuguese, Spanish and Chinese Mandarin into French and English.

COMPUTER SKILLS

- Microsoft Suite (Word, Excel, Powerpoint) and Windows accessories
- Website creation with Wordpress platform : saotome-boating.com, saotome-colema.com, saotome-paradise.com, saotome-cacae.org, saotome-principe-trekking.com
- Creative content : Movie editing (Adobe Premiere), and Graphic design (Adobe Photoshop)
- Nuuo software : video monitoring and Installation of video monitoring systems and networks.



Jean Hoodlum

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PROFESSIONAL EXPERIENCE

KALOTOPIA LIMITADA – SÃO TOMÉ AND PRÍNCIPE

Founder and General Manager | 2018 – Present

Kalotopia Limitada operates under the brand Paradise Tours as a Destination Content Manager. The agency provides all-inclusive travel services for groups and families visiting São Tomé, offering hotel bookings, curated excursions, and a wide array of cultural and outdoor activities. The company has achieved a Google Business rating of 4.9/5.

Key Responsibilities & Achievements:

- Developed and managed B2C and B2B sales across European, African, and Asian markets.
- Created marketing assets including website, brochures, and digital catalogues.
- Built a strong network of local partners and managed a team of trained guides.
- Partnered with local NGOs: Programa Tatô, APCM, CACAE, and Santa Casa da Misericórdia.
- Services offered include wildlife observation (endemic birds, whales, dolphins, turtles), hiking, water sports, and community-based tourism.
- Operates in Portuguese, French, English, and Mandarin Chinese.

CONSULTORIA MUNDO CHINÊS – SÃO TOMÉ

Founder and Independent Consultant | 2017 – Present

Initially arriving to support a BAD-funded project, Pierce established an independent consultancy focused on Chinese-African relations and cross-sector services.

Key Projects:

- Oversaw bid coordination for China Communications Services on a BAD project.
- Compiled data and prepared submission files for agro-industrial investment.
- Mandarin Chinese instructor for local students and professionals.
- Intermediary for tourism services (boat tours, excursions, rentals).
- Provided professional translation services (Chinese/English → French).

PROFESSIONAL EXPERIENCE

CHINA COMMUNICATIONS SERVICES INTERNATIONAL LTD – GABON

Sales & Marketing Manager | 2015 – 2017

Oversaw marketing and external relations for the \$30 million World Bank-funded CAB-4 fiber optic network project.

Responsibilities:

- Acted as liaison between Chinese technical teams and local stakeholders (ministries, national institutions, World Bank).
- Supported negotiations, translated technical documentation, and managed protocol for official visits.
- Conducted market analysis and developed proposals aligned with Gabon's economic development plan.
- Wrote and submitted bid documents for regional infrastructure projects (São Tomé, Morocco, Congo).

INDEPENDENT CONSULTANT – TAIWAN | 2014

Selected Projects:

Lapierre Cycles – Asia Marketing Audit (4 months)

- Analyzed brand challenges in Asian markets (China, Korea, Japan, SE Asia).
- Delivered strategic recommendations to improve regional sales and brand image.

Smangus Aboriginal Village – Tourism Consulting (1 month)

- Assessed tourism operations and proposed high-value service improvements.

Zhenxibao Village – Local Tour Guide (6 months)

- Led cultural and hiking tours for Taiwanese visitors while completing a Mandarin study guide and launching an organic farming initiative.

Horizon Mountain Farm – Project Designer & Founder

- Developed a CSA (Community Supported Agriculture) initiative to supply European vegetables to families in Taipei.
- Project discontinued due to typhoon-related agricultural risk.

PROFESSIONAL EXPERIENCE

NUUO INC. – TAIWAN

Sales Manager (French-speaking regions) | 2012 – 2013

- Increased French market sales by 205% over 14 months.
- Reopened lost accounts and expanded into Switzerland and Tunisia.
- Provided pre-sales support and led technical training for system integrators.

CHEZ JEAN – FRANCE

Associate Founder | 2010 – 2011

A startup focused on tailor-made professional clothing combining Western sales models with Asian manufacturing.

Key Contributions:

- Designed marketing strategy and oversaw branding (logo, web, print).
- Developed sales process and led training workshops.
- Managed supplier sourcing in China (fabric selection and QC).

Project terminated due to internal governance issues.