



TEACHING PORTFOLIO

Rohan Singh

Lecturer in Digital Marketing, Growth
& Innovation

400+ hours taught

All courses in English

Paris

CURRENTLY TEACHING AT



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AT A GLANCE

Teaching built on real industry practice

400+

hours taught, all in English

8+

years of professional
experience

13

courses across 2
business schools

40+

students Google
Analytics certified

PGE Initial · PGE Alternance (work study) · MSc · Consistently strong internal student evaluations

PROFILE

A practitioner who teaches what he does every day

8+ years in B2B and B2C growth across Europe and India: SEO, paid acquisition, conversion optimisation, marketing automation, analytics and AI.

Today I found and run digital businesses in Paris. Every course I teach draws on that live work, so students learn with the tools, data and decisions companies use right now.

Education & certifications

- Master in International Business, Grenoble Ecole de Management
- MBA, Sikkim Manipal University
- Full Stack Web Development, Ironhack Paris
- Growth Marketing Program, Growth Tribe
- Google Analytics (GAIQ) and HubSpot certified

English (fluent) · Hindi · French (intermediate)

Three live businesses feed every course

FOUNDER · SINCE 2022

Faruse

Job platform for English speaking professionals in Europe.

160K users in 18 months,
1M+ job listings, 20+
recruitment partners.

FOUNDER

WREMF

AI visibility platform that tracks
how brands appear in ChatGPT,
Perplexity and AI search.

GEO and AEO: the next frontier
after SEO.

FOUNDER

Fashion Week Venues

Connects fashion brands with
showrooms, pop up and event
spaces in Paris.

**Luxury, events and B2B
outreach** in practice.

INDUSTRY EXPERIENCE

Companies I have worked with

Company	Role	Highlights
xNomad	Head of Growth, 2025 to 2026	B2B and B2C growth, paid acquisition, funnel analytics
Storefront	Head of Growth, 2019 to 2025	2x traffic, 4x transactional users, CPL down 30%, CAC down 20%, 300+ growth experiments
Aula Education	Consultant	LinkedIn Ads and go to market build
ITC Limited	Business Development Manager, 2015 to 2017	Key accounts: Bacardi, Pernod Ricard, Diageo, AB InBev; 28% YoY growth
ITC Hotels, Choice Hotels Europe, Bowstring Studio	Operations, customer success, sales and marketing	Service, hospitality and client relationship foundations

Four principles in every classroom



Case study led

Built on real companies and live situations:
Boucheron, trade wars, consumer rights disputes,
startup data.



Certification driven

Students prepare for and pass the Google Analytics
certification during the course. 40+ certified so far.



AI in practice

Free AI tools for research, content, web creation and
analytics, applied to real marketing deliverables.



Proactive and engaging

Debates, group projects, "what if" scenarios and live
problem solving instead of one way lectures.

STUDENT OUTCOMES

What students leave with

01

A recognised certificate

Google Analytics certification, earned during the course by 40+ students.

02

A live project

SurfPeek, a student website built with an AI tool introduced in class.

03

A real brand audit

Boucheron's digital ecosystem: GA4 intent events, attribution and CRO.

04

A practical AI toolkit

Free tools they keep using in internships and first jobs.

Former students now work at companies including **Publicis Media** and **Solthis**.

WHERE I TEACH

Two business schools, every program level



EMLV

École de Management Léonard de Vinci · De Vinci Higher Education, Paris

- PGE Initial, Years 4 and 5
- PGE Alternance (work study), Years 4 and 5
- MSc Marketing & Digital Communication
- MSc DBA



EM Normandie

Business School

- Master in Management, Marketing & Digital in Luxury & Lifestyle
- Cognitive Technologies, two groups

13 courses across three themes

Marketing & Digital

- Mobile Marketing
- Influence Marketing & Brand Communities
- Website Conception & SEO
- Event Communication
- Marketing Digital Luxury & Lifestyle

Tech, AI & Innovation

- Web3, AI & Marketing
- Cognitive Technologies
- UX Design & Research Methods

Management & Business

- Project Management
- Intercultural Management
- Strategic Planning
- International Business & Consumer Law
- Panels

MSc and Master programs

Course	Program	School	Years
Marketing Digital Luxury & Lifestyle (incl. Monitoring KPI of Digital Marketing Strategies)	Master in Management	EM Normandie	2025 to 2027
Cognitive Technologies (2 groups)	Master	EM Normandie	2026 to 2027
Web3, AI & Marketing	MSc MDC and PGE Year 5	EMLV	2026 to 2027
UX Design & Research Methods	MSc DBA	EMLV	2026 to 2027
Influence Marketing & Brand Communities	MSc MDC	EMLV	2026 to 2027
Website Conception & SEO	MSc MDC	EMLV	2025 to 2026
Strategic Planning	MSc MDC	EMLV	2025 to 2026
Mobile Marketing	MSc MDC	EMLV	2025 to 2026

PGE Initial and PGE Alternance at EMLV

Course	Program	Years
Intercultural Management	PGE Initial Year 5 and PGE Alternance Year 5	2025 to 2026
Event Communication	PGE Initial Year 4	2025 to 2027
Project Management	PGE Initial Year 4 and PGE Alternance Year 4	2025 to 2026
Panels	PGE Year 5	2026 to 2027
International Business & Consumer Law	EMLV	

Total across both schools, all taught in English

400+ hours

In their own words, on LinkedIn



Aarti Korla · 1st

Business Development | International Business Enthusiast
17m · Edited · 🌐

Once upon a time, I walked into a classroom expecting long lectures, legal lingo, and probably... a nap. 😴

The subject? International Business & Consumer Law.
The vibe? Very "this is going to be serious."

But then came **Rohan Singh**—with case studies in hand and a mission to prove us all wrong.

Instead of textbook recitals, we dove headfirst into real-world chaos: trade wars, consumer rights, and contracts have gone sideways.
He challenged every assumption, welcomed every wild "what if," and somehow made legal frameworks feel like plot twists in a global thriller. 🌍📖🔍

By the end? I didn't just understand the subject—I felt it. The markets, the laws, the ripple effects of every decision—they all came alive.
And to think I almost wrote it off as "just another theory class."

And of course my mates! **Akash Satasiya** **Riyaz Vhora** **Maulik Parmar** **rita sourelah** **Lakshmi Pradeep** **Aiswarya Smitha** **Tariq Khan** **Sijo Sathyan** **Arjun Hari** **Anand Asokan** **Gabriela Mejia** **Vinithamary Derneville** **Sunandhini Thennarasu** **Tony Rappael** **Monisha VELMOUROUGANE**

#PlotTwist #LearningCameToLife
#GratefulForGreatTeaching #LawMeetsReality
#ClassroomChronicles

"...somehow made legal frameworks feel like plot twists in a global thriller."

Aarti Korla

International Business &
Consumer Law, EMLV



Nissrine Mouradi · 1st

Master's Student in Management - Marketing and Digital in Luxury & ...
4mo

Some dreams don't fade. They just wait for the right wave 🌊.
During my second year of my bachelor's degree, we came up with an idea called SurfPeek. At the time, it was a shared project, but also a vision I carried in my mind, something I couldn't fully express, especially since drawing was never my strength.

But I always knew one thing: my dream is to build my own surf school one day. So I told myself when my web creation skills are strong enough, I'll bring that vision to life in my own way.

After 3 months of building, adjusting, and refining every detail, I'm proud to say that today, SurfPeek is live.

It's not a real business (yet), but it's one of the projects that represents me the most. A space where I can translate my ideas, my vision, and my passion for surfing into something visual. For me, web creation is my way of "drawing".

I'd also like to thank my professor, Mr **Rohan Singh**, for introducing me to an AI tool that helped me bring my ideas to life.

The project is still evolving (because my ideas never stop changing 🤖), but this is the foundation of something bigger.

If you're curious, feel free to take a look; link below 📄 or you can also find it in my contact info 📧

<https://lnkd.in/gjennyrpf>

#WebDesign #CreativeProject #SurfCulture #Entrepreneurship #StudentProject #SurfPeek

"...introducing me to an AI tool that helped me bring my ideas to life."

Nissrine Mouradi

Marketing & Digital in Luxury.
Launched her site SurfPeek

From the classroom to the job



Maria Elizabeth Tarigan · 1st
International Account Assistant at Publicis Media
4mo

Mastering Digital Performance in the Luxury Sector 🌟📊

I recently completed a comprehensive deep-dive into digital performance in the Monitoring KPI of Digital Marketing Strategies course led by [Rohan Singh](#). Translating data into actionable business decisions is a critical skill, especially within the complex customer journeys of the luxury sector.

For our group project, we analysed the digital ecosystem of [Boucheron](#), evaluating how a heritage brand can optimise its online experience and customer funnel. We developed a strategic blueprint covering several key areas:

- 1. High-Intent GA4 Metrics**
We identified that high-value conversion events, such as `book_appointment` and `prepare_visit`, serve as the strongest intent signals for luxury consumers considering jewellery purchase, unique to luxury with its long consideration journey. Structuring GA4 to track these specific interactions provides accurate insights into offline purchase intent and boutique traffic.
- 2. Advanced Campaign Tracking & Attribution**
We propose data-driven attribution (DDA) model to accurately capture the multi-touch nature of the luxury purchasing journey. Implementing standardised UTM naming conventions ensures all digital campaigns link directly to high-value events and revenue generation.
- 3. UX Analysis & Conversion Optimisation (CRO)**
Through the eventual session recordings and heatmap diagnostics, and in this process as students we interviewed potential clients, we observed that users frequently hesitated on the homepage due to vague calls-to-action. By benchmarking against competitors, we proposed an A/B test introducing clear category shortcuts (Rings, Bracelets, Necklaces). This solution maintains the editorial luxury feel while significantly accelerating product discoverability and engagement.

"Translating data into actionable business decisions is a critical skill."

Maria Elizabeth Tarigan

Now at Publicis Media. Led a Boucheron digital audit



Loua Kammoun · 1st
Marketing Communication Assistant at Solthis
6mo · Edited

They say that university ends on a random Tuesday, but for me, it felt like the closing of a chapter I had once only dreamed of. 6 months ago I started my MSc program in Marketing and Digital Communication at [EMLV - École de Management Léonard de Vinci](#) - École de Management Léonard de Vinci in Paris .

I find myself looking back at everything it gave me. I didn't just gain knowledge or develop skills in digital Marketing through professionals and incredible professors but I also got to meet amazing people from different backgrounds who helped me evolve into the person I am today and became a meaningful part of my journey.

What started as a dream turned into memories, growth, and connections that made this experience truly unforgettable.

The first semester made me doubt my choice as I was studying things I have already learned from consumer behaviour to digital communication and business ethics . But the second semester is where I got the opportunity to learn a lot : UX design on Figma with real life application with [Himsky Abdillah](#) (Nur Himawan Abdillah) Seo web conception and mobile marketing with [Rohan Singh](#) Customer relationship management And Google ads with [Barathry Esther Sagayanathan](#) Digital transformation with [Ranjan Chaudhuri](#) Research methods and data analysis with [David Amah](#) Growth hacking with [Elisa Tanzil](#) And finally influence marketing with [Soufiane E.](#)

"...SEO web conception and mobile marketing with Rohan Singh."

Loua Kammoun

MSc Marketing & Digital Communication, EMLV. Now at Solthis

COURSES I CAN OFFER NEXT

Ready to teach in your program

Growth Marketing & Experimentation

AARRR funnels, A/B testing, CRO

AI Tools for Marketers

Free AI tools for content, research and automation

GEO & AI Search Visibility

How brands get cited by ChatGPT and AI search

Marketing Analytics & GA4

KPIs, attribution, dashboards, certification prep

Startup Go to Market

From idea to first customers, taught by a founder

B2B Marketing & Sales Enablement

ABM, outbound, CRM and marketing automation

Every course in the current portfolio can also be adapted to your syllabus.



FORMATS & CONTACT

Let's talk about your 2027 programs

- In person in Paris, on campus across France, or online
- Full courses, intensive weeks, seminars and masterclasses
- Evening slots and alternance friendly scheduling
- PGE Initial, PGE Alternance and MSc levels

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