

EMILIEN DATIN

Media, applied AI, leadership, marketing, no-code: modules built on cases I actually work on, fitted to your school's positioning.



MEDIA AGENCIES 6 years, Paris, Frankfurt Media consultant and strategic planner	TEACHING SINCE 2022, ISCOM Paris Master level, English and French tracks	CONSULTANCY Kigumi Solutions AI and no-code consulting, where the cases come from	TERMS Invoiced by the company Preparation and grading included
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FIVE TRACKS OF MODULES

ONE DELIVERABLE PER STUDENT · THREE DURATIONS EACH

A	Media and advertising Media planning, paid media (search, social ads, display), media buying, social media strategy.	DELIVERABLE A budgeted media plan, defended before a jury.
B	Applied AI for marketing and communication Generative AI, prompt engineering, no-code automation, AI agents, transparency and the AI Act.	DELIVERABLE A working AI agent per student.
C	Leadership and public speaking Johari window, DESC method, pitching, public speaking, induction seminars.	DELIVERABLE A filmed pitch, assessed in real conditions.
D	Marketing and consumer behaviour Consumer behaviour, marketing strategy, communication planning, brand briefs.	DELIVERABLE A recommendation presented to the brand.
E	No-code product building and digital transformation Product scoping, Make, Airtable, Bubble, automating a business process, digital culture.	DELIVERABLE A working prototype, demoed at the end of the module.

3 H Workshop or lecture, to try a topic	14 TO 28 H Semester module, assessment included	2 TO 5 DAYS Seminar, bootcamp, workshop week	JURIES Defences, dissertations, brand briefs
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REFERENCES

ISCOM Paris · Media Planning and Paid Media at Master level, English and French tracks, since 2022; lead of the "Inventing a New Media" workshop for the international Master for 3 years; "Programming AI agents" module for final-year students.

NEOMA Business School · public speaking seminar (4 days, English-speaking group) and "Start Now" induction seminar (2026). **Epitech** · "Stepping into leadership" (2026). **Cegos** · media buying training for the French Government Information Service.

Le Monde · head of new editorial formats, launch of @lemondefr on TikTok (2020). **Canal+** · brand brief workshop at ISCOM.

BACKGROUND

Media agencies · 6 years as an international media consultant and strategic planner: Carat / Dentsu and BIGGIE in Paris, Havas Media International in Frankfurt.

Kigumi Solutions (SASU) · founder, AI and no-code consulting for SMEs, training in communication and media.

Education · ISCOM Paris, communication and marketing; No-Code and AI Product Builder, École Cube (RNCP level 6, EQF 6). Syllabus provided in the school's format, administrative file ready.