Hugo Fransen

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SUMMARY

Entrepreneurial Commercial Economics student who bridges the gap between business strategy and technical execution. I don't just plan, I build. With over 6 years of experience ranging from reselling to a recent SaaS exit, I use AI and modern tech to turn concepts into profitable products. Seeking a graduation internship where I can apply this builder mindset.

EXPERIENCE

Goalkeeper Coach
Keepersschool GO!   **November 2023 - Present, Hardenberg, Netherlands**
· Progressed from assistant during central sessions to independent goalkeeper trainer. Currently fully responsible for the younger keepers, including session planning, coaching, and communication with parents and players

Founder and Operator of Hugoexclusives
Hugoexclusives   **September 2018 - Present, Gramsbergen, Netherlands**
· Founded and operated Hugoexclusives, a small reselling business specializing in high-demand products across various markets.
· Established the business in 2018, initially focusing on Supreme streetwear and expanding into sneakers, electronics (GPUs), and collectibles.

Founder & Developer (EXIT) | BlueskyThreads (Micro-SaaS)
BlueskyThreads   **December 2024 - March 2025, Remote**
· **The Exit:** Built, scaled to 1,000+ active users, and successfully sold the SaaS platform to a private buyer.
· **Rapid Execution:** Identified a UX gap during the Bluesky migration trend and shipped a fully functional MVP in just **2 hours**.
· **Viral Growth:** Achieved 5,500+ unique visitors in 24h with **€0 marketing budget**, capitalizing on influencer traction and organic community engagement.

Co-Founder
ElementMeta   **November 2021 - June 2022, Amsterdam, Netherlands**
· As Co-CEO, I co-led the development of an innovative NFT/Web3 CLI software, complemented by a Chrome extension for a seamless plug-and-play user experience. The software featured NFT minting and sniping from marketplaces, along with automated Solana transactions, including distributing Solana across multiple wallets for enhanced user convenience. Initially built in Node.js and later optimized in Golang, the software leveraged multi-threaded processes to manage numerous wallets simultaneously. Additionally, I contributed to developing data-driven algorithms for profitable NFT sniping and oversaw the project's marketing and branding strategies. The product successfully attracted 200 private users, demonstrating strong demand and market fit.

NFT Information Provider & Community Moderator for Exclusive Subscription-Based Group
ADCrypto   **August 2021 - March 2022, Remote**
· Provided expert calls and insights on NFT projects to a select group of subscribers.
· Moderated the community to ensure smooth operations and member satisfaction.
· Implemented member suggestions and continuously improved group offerings.
· Offered personalized support and guidance to members on NFT-related queries.
· Maintained a close-knit community atmosphere in a premium, subscription-based group.

Co-Founder
IoliteSolutions   **June 2021 - March 2022, Amsterdam, Netherlands**
· As Co-Founder of Iolite Solutions, I co-led the development of innovative automation software for the sneaker and high-demand product resale market. Our product consisted of a user-friendly chrome-extension, featuring millisecond-precise order automation, real-time product drop monitoring. We developed a high-performance script capable of executing orders at unprecedented speeds, giving users a competitive edge. The software included an intuitive UI dashboard built with HTML, CSS, and JS, allowing users to fine-tune task settings easily. Beyond development, I co-led efforts in establishing strategic partnerships and crafting effective marketing strategies, significantly contributing to Iolite Solutions' growth and market positioning in the resale automation space.

Summer Host at Local Care Home 't Welgelegen
Saxenburgh   **July 2020 - August 2020, Gramsbergen, Netherlands**
· Served as a dedicated host for elderly residents, including those in the Psychogeriatric (PG) unit with dementia. Primary responsibilities included providing refreshments, serving meals, and organizing entertainment activities. In the PG unit, offered support, adapting communication and service approaches to meet the unique needs of residents with cognitive impairments. Demonstrated patience, empathy, and strong interpersonal skills while creating a welcoming and comfortable environment for all residents.

Kitchen Assistant and Snack Bar Cook

· Started as a Dishwasher in the restaurant kitchen, quickly progressing to a Cook position in the snack bar.

EDUCATION

Bachelor's degree, Marketing / Commerciële economie (CE)
Minor in Cryptocurrency and Blockchain technology & Financial decision making · Windesheim University of Applied Sciences
· Zwolle, Netherlands · 2022 – 2026

HAVO (Higher General Secondary Education) with focus on Science and Technology
De Nieuwe Veste Hardenberg · Hardenberg, Netherlands · 2019-2020

VWO "University Preparatory Education" with focus on Science and Technology
De Nieuwe Veste Hardenberg · Hardenberg, Netherlands · 2017 –2019

VWO "University Preparatory Education"
Carmelcollege Emmen · Emmen, Netherlands · 2015 – 2017

SKILLS

· **AI & Automation:** LLM Engineering (Cursor/Claude), n8n, AI Agents. Trigger.dev flows.
· **Product Engineering:** Next.js, React, Tailwind CSS, TypeScript (AI-assisted).
· **Infrastructure:** Cloudflare (Workers/Pages), Supabase, Vercel, VPS management.
· **Business & Strategy:** Product-Led Growth (PLG), SaaS Metrics, Community Building, Sales Funnels.
· **Blockchain:** Solana On-Chain Data, DeFi Mechanics, WEB3
· **Languages:** Dutch (Native), English (Fluent).