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Education

Master in Business Management, ICHEC Management School, Brussels, Belgium **2011-2013**

- Specialization: marketing
- Graduated with cum laude
- Thesis: "What is the role of web communication tools on Corporate Social Responsibility communication?"

ESAN Universidad, Lima, Peru **2012**

- Exchange program, specialization: business administration

Bachelor in Business Management, ICHEC Management School, Brussels, Belgium **2008 - 2011**

- Specialization: business management

Universidad Alfonso X El Sabio, Madrid, Spain **2011**

- Exchange program, specialization: business management

Work Experience

Semetis, Belgium

Created in 2009, Semetis is a Digital Advertising & Business agency part of Omnicom Media Group, which provides services in search engine marketing, digital advertising (branding, social, mobile, video), web analytics and trainings.

E-Business Senior Consultant **08/2017 – Present**

- Reporting line: Semetis E-Business Consulting Directors
- Industries: Automotive, Security, Retail, Electronics & IT and Para pharmacy
- Key responsibilities: recent promotion refocusing my role on more strategic and commercial objectives

E-Business Consultant **01/2016 – 07/2017**

- Reporting line: Semetis E-Business Consulting Manager & Directors
- Industries: Automotive, Security, Retail, FMCG and Para pharmacy
- Key responsibilities:
 - Account Management
 - Team Management (10 people)
 - Internal recruitment & New E-Business Analysts onboarding
 - Media strategy, planning & buying for large-scale and international clients
 - Management of technical project & implementation (SEO, Tag Management, Dashboarding)
 - Publication of articles on digital new technologies and trends (available on request)

E-Business Analyst **07/2014 – 01/2016**

- Reporting line: Semetis E-Business Consulting Manager
- Industries: Automotive & Retail
- Key responsibilities
 - Online campaign (Search, Video, Mobile, Display) management including set-up, trafficking, optimization & reporting
 - Website optimization including Tag Management projects, Web Data analysis & SEO audit
 - Creation and animation of training modules (Google AdWords and Google Analytics)
 - Lecturer in SEO & SEA courses at CREA Geneva, Switzerland

Idweaver, Belgium **11/2013 – 07/2014**

Idweaver is a full service digital agency offering services in website development, e-mail marketing, copywriting, web design, video production and search engine marketing.

Sales & Account Manager

- Reporting line: Idweaver Account Director and COO
- Key responsibilities
 - Prospection of new clients (cold-calling – 100 calls/day)
 - Account Management
 - Digital Strategy

Exki, Belgium

02/2013 – 08/2013

Exki is an international chain of healthy fast-casual "grab-and-go" restaurants. They currently operate 70 restaurants in Belgium, France, Italy, Luxembourg and Netherlands.

Marketing & Community Management Assistant

- Reporting line: Exki Product & Marketing Manager
- Key responsibilities
 - E-reputation monitoring
 - Community Management
 - POS Display management

Languages

Native: French

Fluent: Dutch, English

Intermediate: Spanish

Digital Expertise

- Google AdWords Certifications (Fundamentals, Search, Display, Shopping, Mobile and Video)
- Google Analytics Certification
- Google Tag Manager Certification
- DoubleClick Certifications (DoubleClick Bid Manager, DoubleClick Campaign Manager and DoubleClick for Search)
- Bing Ads Certification
- Marin Software Certification
- Microsoft Office Suite

Extra Curricular activities

- Co-founder of Nomad's Land ASBL
- Captain of a football team (2002-2010)
- Scouts leader: supervised a group of 30 scouts (2008-2011)

Hobbies and personal interests

- Outdoor activities (hiking, skiing) and sports in general
- Travel: Africa, Western Europe, Eastern Europe, South America and North America
- Music
- (Craft) Beers