

## Celine Van Ruyskensvelde

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Nationality: Belgian / Current residency: Norway, Oslo

Places where I have lived for work, studies or exchange:

- Belgium
- The Netherlands
- The UK
- Norway
- Japan
- China
- India

### **Overview**

Offering 8+ years of professional experience, specializing in business consulting and brand management, with strong skills in CRM, project management, and integration solutions.

### **Brand Manager Responsibilities**

- Launched seasonal products (both new and existing)
- Researched brand awareness using Google Analytics (in partnership with Capgemini Nederland)
- Collaborated with complementary brands within the company for promotional activities
- Negotiated pricing with local distributors and supermarkets (in conjunction with the Sales Department)
- Worked with R&D to develop new products
- Managed buy-to-win and PR promotions

### **Business Consultant Experience**

- Marketing Strategy
- Customer Engagement
- E-Commerce
- Project Management
- Salesforce
- Test Management
- Business Analysis and Insights
- Pre-Sales

## **Industries and companies I have worked with:**

- **Fast-Moving Consumer Goods (FMCG)**
  - Unilever (BeNeLux): Worked on various aspects of marketing and sales, including brand management, product launches, and promotional campaigns.
  - Orkla (NO): Gained experience in category management, supply chain optimization, and market research within the FMCG sector.
- **Retail**
  - L'Oréal (SE): Developed expertise in luxury retail, focusing on customer experience, sales strategies, and visual merchandising.
  - Black & Gold (BE): Worked on e-commerce and digital marketing initiatives, as well as in-store promotions and customer loyalty programs.
  - Ijzerwaren Vertommen (BE): Gained valuable insights into the hardware retail industry, including inventory management, customer service, and sales techniques.
- **Car Sales**
  - Frydenbø (NO): Developed skills in automotive sales, including customer relationship management, negotiation, and financial services.
- **Water Supply Providers**
  - Farys (BE): Worked on projects related to customer service, billing, and sustainability within the water supply industry.
- **Telecom**
  - BChannels (UK): Gained experience in telecommunications sales, customer support, and partner management.
- **Real Estate Market**
  - Beverly Garden & Link International Enterprises Services Co., Ltd (CN): Worked on international real estate projects, focusing on market research, property development, and sales.

## **Tripletex AS, Part of Visma AS, Oslo, Norway**

### **Solution Specialist (November 2023 – Present)**

- Spearheaded multiple internal Salesforce integration projects, ensuring seamless data flow and process automation between Salesforce and other critical business systems.
- Managed complex integration efforts between Tripletex's proprietary software and external systems, leveraging APIs and middleware solutions to achieve interoperability.
- Served as a key project lead, adeptly coordinating cross-functional activities between internal technical teams, sales departments, and marketing teams to deliver projects on time and within scope.
- Proactively configured and updated Salesforce User Interfaces to optimize user experience and align with evolving business requirements.
- Ensured system stability and performance by diligently maintaining systems, conducting thorough testing, and implementing robust quality assurance measures.
- Acted as a crucial liaison between developers and end-users, effectively translating technical jargon into user-friendly language and gathering user feedback to inform development priorities.
- Actively engaged with vendors to evaluate and integrate third-party software systems, focusing on API capabilities and integration solutions to enhance Tripletex's product offerings.
- Proficiently utilized tools like Visual Studio Code and GitHub for version control, system updates, and collaborative development.

## **Sopra Steria AS, Oslo, Norway**

### **Business Consultant & Analyst (February 2019 – November 2023)**

- Spearheaded and participated in cross-functional projects to optimize business processes, implement data-driven strategies, and enhance overall operational efficiency.
- Played a key role within the Salesforce department, customizing the platform to align with client needs, streamlining workflows, and improving user adoption through comprehensive training and support.
- Conducted in-depth analyses of complex business challenges, identified improvement opportunities, and developed actionable recommendations to drive innovation and growth.

## **Capgemini Norge AS, Oslo, Norway**

### **Business Consultant & Analyst** (February 2019 – March 2021)

- Collaborated with diverse teams to deliver innovative IT and digital transformation solutions across a wide range of industries, including finance, retail, and healthcare and FMCG.
- Developed and implemented tailored strategies to optimize clients' digital presence, enhance customer experiences, and drive business growth.
- Provided expert guidance on technology adoption, change management, and process optimization, ensuring successful project delivery and sustainable results.

## **Capgemini BeNeLux – Belgium**

### **Business Consultant & Analyst** (August 2017 – January 2019)

- Led and supported digital transformation initiatives, with a focus on CRM implementation and project management, helping clients leverage technology to achieve their business goals.
- Worked closely with clients to understand their unique challenges and requirements, designing and implementing customized solutions to improve efficiency, productivity, and customer satisfaction.
- Managed projects from initiation to completion, ensuring timely delivery, adherence to budget, and achievement of desired outcomes.

## **Unilever - European HQ in Rotterdam and Global HQ in London**

### **Brand Building Manager – Marketing** (September 2016 – July 2017)

- Played a key role in developing and executing brand strategies for a portfolio of consumer products, ensuring consistent messaging and positioning across all channels.
- Managed the successful launch of seasonal product lines, coordinating cross-functional teams to deliver impactful marketing campaigns and achieve sales targets.
- Collaborated closely with internal and external stakeholders to drive brand awareness, engagement, and loyalty.

## **Skills**

Customer Engagement, CRM (Salesforce), Project Management (Scrum and Prince2), Marketing Strategy, E-Commerce, Test Management, Business Analysis and Insights, Pre-Sales

- **Master of Business Administration (MSc) in International Business and Marketing, NTNU**

Focused on global business strategies and marketing, with a specialization in internationalization and market entry.

Master's thesis: "Country of Origin and how it can influence the market and reputation of Norwegian fish proteins" with Firmenich Ålesund. Analyzed the impact of Norway's reputation on the perception and market performance of its fish protein products, providing valuable insights for the seafood industry.

- **Bachelor's in Business Administration, Karel de Grote Hogeschool Antwerpen**

Developed a strong foundation in business principles, including management, finance, marketing, and operations.

### Languages

- **English:** Fluent - Native
- **Dutch:** Fluent - Native
- **Norwegian:** Fluent - Acquired through immersion and studies during my time in Norway.
- **Swedish:** High level - Proficient in understanding and communicating in Swedish.
- **Japanese:** N4 level of speaking, N2 listening - Actively learning Japanese to enhance communication and cultural understanding after 15 years of exposure and travel for work and pleasure.
- **French:** Working proficiency - Capable of understanding and communicating in French in a professional setting.

### Japanese Language Studies:

Currently enrolled in Japanese classes with a certified teacher since November 2024. Planning to take the Japanese Language Proficiency Test (JLPT) N4 in July 2025, with the goal of reaching N2 level in the future.

### Other certifications

- **Prince II Certification:** Demonstrates expertise in project management methodologies and best practices.
- **Salesforce Certifications (Admin, Advanced Admin, Sales Cloud, Service Cloud, App Builder, Certified Associate):** Validates proficiency in Salesforce administration, configuration, and customization.
- **Scrum Master:** Expertise in Agile project management and Scrum framework.
- **Certificate for Social Sustainability in Business Sciences:** Highlights commitment to social responsibility and sustainable business practices.

## Notable Activities

- **2010:** Participated in a cultural exchange program to Japan with the Lions Club Exchange Program as a representative of Belgium. This experience fostered a deep appreciation for Japanese culture and sparked an interest in the Japanese language.
  - a. 15 years of exposure of Japanese culture, work, indirect language due to continuous visits, network through friendship and occasional business trips while working in China.
- **2014:** Completed a 6-month internship in Dalian, China, as part of my senior year of the bachelor's program. Gained valuable international business experience and exposure to Chinese culture and business practices.
- **2017:** Attended a training program in India for Capgemini, focusing on Sales and Distribution. Developed sales and distribution skills and expanded my understanding of global business operations.