

SANNE DE MUELENAERE

Marketing Director, UX researcher, Art Director & Photographer

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ABOUT

As an experienced Integrated Marketing Director & Art Director with a passion for photography, Sanne has a demonstrated history of working in the cultural exchange industry and in the beverage industry. Skilled in Purposed Based Strategic Branding, Marketing Research & Strategy, User-experience Research, Management, Web Design, Photography and more.

With a European background & education (Belgian native) and career in Austin, Tx, USA, Sanne brings a fresh perspective and out of the box thinking. With a strong interest in User Experience Research and Neuro Marketing, she develops insightful strategies with unique visual marketing solutions. Sanne looks for collaborations with a meaningful organizations, which mission and ethics matches hers. Design for change is her motto.

After a re-location back to Belgium at the end of 2020, Sanne continues to explore the bridge between Belgium and The United States and is currently open to opportunities in both countries.

WORK EXPERIENCE

Freelancer *Austin, Texas, USA / Brussels, Belgium / 2009 – current* **UX/UI Designer, Branding Strategist & Photographer**

A creative agency active in both Brussels, Belgium and Austin, USA. Offering creative marketing solutions for international clients. This includes custom visual and strategic branding with thorough UX research & design, WordPress websites, etc.

Clients: University of Ghent, VUB, Greenyard, Kohana Coffee, GeoVisions, NanoBiologics, Wendy Colonna, The Breckons, etc.

Alliance Abroad *Austin / USA / 2012 – 2020*

Director of Integrated Marketing & Art Director 2017 - 2020

In charge of the full visual and strategic re-branding of the Alliance Abroad brand, a woman owned international exchange and recruitment company specialized in the hospitality industry.

This included a full re-design of the logo and main brand elements, a full website and social media re-brand with thorough user experience research and design, off- and online marketing materials (B2B and B2C) and operational documents.

By creating a re-branding roadmap and an integrated marketing plan, the company was guided through this big transition while the stakeholders had full transparency. By setting KPI's and analytics, I was able to demonstrate the effect of the decisions and implemented changes. By choosing to announce our new brand during the industry-leading conference, WYSTC, Alliance Abroad secured a leading position within the travel industry.

EDUCATION

Graphic & Digital Media, Media Management & Technology

Bachelor of Arts
Arteveldehogeschool
Gent / Belgium / 2020 - 2021

Graphic Design Diploma of Entrepreneurship

Syntra
Roeselare / Belgium / 2009-2011

Photography Diploma of Entrepreneurship

Syntra
Gent / Belgium / 2008-2011

Classes: English Composition, Public Speaking, Integrated Marketing Communication, Printmaking

Austin Community College
Austin / Texas / USA / 2015

Classes Bachelor of Arts Communication Management

Arteveldehogeschool
Gent / Belgium / 2006 - 2008

WORK EXPERIENCE (CONTINUED)

Director of Integrated Marketing & Art Director 2017 – 2020 (continued)

The marketing team consisted out of a creative copy writer, a graphic designer, digital marketing manager and social media & community manager. Next to leading the marketing team I was also a member of a small team of 6 directors. Together, we formed the second level of leadership within the company, directly communicating with the C-suite level leaders. During this time, were trained by a business coach on leadership, strategic and communication tools. in addition, we attend a quarterly training for in depth workshops and strategy meetings with leadership.

Senior Graphic Designer & Marketing Specialist 2014 - 2017

Responsible for the visual and digital marketing implementation of the existing marketing plan in close collaboration with the Director of Marketing.

During these years, I was able to guide Alliance Abroad towards a stronger position within their industry. This was done by finetuning the visual branding, moving the website from pure html to WordPress in addition to new, intuitive digital marketing solutions such as Google AdWords, Google Tag Manager, Google Analytics, HubSpot, Microsoft Teams, Trello, etc. In addition, we significantly improved Alliance Abroad' presence on conferences.

Graphic Design Intern 2013 - 2014

During an international internship I had the opportunity to shadow the Art Director and Marketing Director as junior graphic designer.

This 16-month long internship proved to be instrumental for the next chapter in my career. Responsibilities included designing digital and analogue marketing materials as needed based on their current visual branding and understanding and implementing the off- and online visual elements of the strategic marketing plan.

Kohana Coffee Austin / USA / 2019 – 2020

Senior Product Designer (contract)

After doing packaging design as a freelancer for Kohana Coffee since 2013, they approached me in 2019 for a full product rebrand. Responsibilities included a full rebrand of Cold Brew Concentrates and Cold Brew Ready to Drink beverages. After a thorough discovery phase with the client and a user research I worked closely with their internal marketing team to achieve the desired visuals. Today, the product is being sold in all big convenience stores in the USA, such as Whole Foods, Trader Joe's, Krogers, etc.

GeoVisions Austin / USA / 2019

Tradeshaw Art Director (contract)

For the annual industry leading conference, WYSTC, GeoVisions approached me to imagine, design and implement their booth and marketing plan for the 2019 edition of the conference.

More information on [LinkedIn](#)

CERTIFICATIONS

Neuro Marketing Certificate

Copenhagen Business School
2021

Intensive English Course

House of Tutors
Austin / Texas / USA / 2014 - 2015

TOOLS & SKILLS

- Marketing
- UX Research
- Graphic Design
- Neuromarketing
- Strategy
- Discovery workshop
- Creative brainstorming
- Problem solving
- Leadership
- Adobe Creative Suite
- WordPress Expert
- Basic HTML & SEO
- Google Analytics
- HubSpot

LANGUAGES

Dutch

Native language

English

Bilingual proficiency

French & German

Elementary proficiency

REFERENCES

Jennifer Breckon Alliance Abroad
Global Managing Director
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Christie Heimert Kohana Coffee
CMO
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Heather MacLaren GeoVisions
Managing Director
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