

# SANNE DE MÛELENAERE

MARKETING - GRAPHIC DESIGN - PHOTOGRAPHY

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BRUSSELS, BELGIUM

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## PROFESSIONAL SUMMARY

An experienced Marketeer with a passion for graphic design and photography, bringing a versatile and wide skillset to the table. Promoted within 8 years from intern to Marketing Director at Alliance Abroad and since continued to improve skillset.

With a heavy focus on marketing and leadership, aiming to support and improve branding, marketing and management for organizations. Most collaborations to this date have been within the cultural exchange industry, the food & beverage industry, climate change industry and the music industry.

Currently focusing on management & leadership, market research & strategy (B2B & B2C), user-experience research, purposed based strategic branding, corporate graphic design, websites, photography, etc.

Bringing a fresh perspective and out of the box thinking with a Belgian background and career in Austin, Tx, USA. Currently looking for a new long-term collaboration. Excited to be a part of a bigger structure and looking forward to meaningful connections within an organization that has similar ethics and values.

## SKILLS

### Marketing

Discovery Workshop  
Digital Strategy  
Marketing Plan  
Data Driven Strategy  
Data Analysis  
Marketing Campaigns  
Marketing Automation  
Market & User Research  
Storytelling  
Omni Channel Marketing  
Demand & Lead Generation

### Leadership

Teamwork  
Management  
Change Management  
Scale Up/Down  
Workshops  
Vision & Strategy  
Project Management  
Problem Solving

### Graphic Design

Creative Brainstorming  
Creative Problem-Solving  
Branding  
Data visualization  
Campaign visuals

### Photography

Product  
Portrait  
Documentary

## WORK EXPERIENCE

### Strategic & Visual Marketing Consultant

*Freelance / Brussels, Belgium / 2020 - Current*

A creative agency active in both Brussels, Belgium and Austin, USA. Offering creative marketing solutions for international clients. This includes brand strategy, visual branding, digital marketing, campaigns, UX research & design, WordPress websites, etc.

Clients:

UGhent, VUB, Greenyard, Kohana Coffee, GeoVisions, NanoBiologics, The Breckons, etc.

### Director of Integrated Marketing

*Alliance Abroad / Austin, Texas, USA / 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.

By creating a re-branding roadmap with an accompanied integrated marketing plan, the company was guided through this big transition while the stakeholders had full transparency. Able to demonstrate the effect of decisions and implemented changes by setting clear KPI's and analytics. By announcing the new brand during the industry-leading conference, WYSTC, Alliance Abroad secured a leading position within the cultural exchange & travel industry.

Leading a marketing team consisting out of a Creative Copy Writer, Jr. Graphic Designer, Digital Marketing Manager and Social Media/Community Manager. A member of a small team of 6 directors. that formed the second level of leadership within the company, directly communicating with the C-suite level leaders. Within this team, there was very close collaborations with the Sales Director to determine mutual goals and strategies. Trained by a business coach on leadership, strategic and communication tools. Attended quarterly training for in depth workshops and strategy meetings with leadership.

- Visual and strategic re-branding
- Re-branding roadmap
- Integrated marketing plan
- Clear KPI's and analytics
- Launch during industry-leading conference, WYSTC
- In charge of Marketing team
- Member of director team

## TOOLS

Adobe Creative Suite

InDesign  
Photoshop  
Illustrator  
Lightroom  
Premier Pro  
XD

Microsoft365  
WordPress  
Hotjar

Google Analytics  
Google Ads  
Facebook Ads  
Hootsuite  
Salesforce  
HubSpot  
Microsoft Dynamics  
Trello  
Monday.com

## LANGUAGES

Dutch & English  
*Native/ Bilingual*

French & German  
*Elementary proficiency*

## EDUCATION

Bachelor of Arts  
Graphic & Digital Media,  
Media Management & Technology  
Arteveldehogeschool / Gent / Belgium

Diploma of Entrepreneurship  
Photography  
Syntra / Roeselare / Belgium

## CERTIFICATES

Neuro Marketing  
Copenhagen Business School

Integrated Marketing  
Communication  
ACC / Austin, Texas, USA

Intensive English  
Hoff / Austin, Texas USA

English Composition  
ACC / Austin, Texas, USA

Public Speaking  
ACC / Austin, Texas, USA

## WORK EXPERIENCE

### Marketing Specialist & Senior Graphic Designer

*Alliance Abroad / Austin, Texas, USA / 2014 - 2017*

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

Guided Alliance Abroad towards a stronger position within their industry. This was done by finetuning the visual branding, moving the website from pure html to a responsive CMS website (WordPress) in addition to new, intuitive digital marketing solutions such as Google AdWords, Google Tag Manager, Google Analytics, HubSpot, Microsoft Teams, Trello, etc. Significantly improved Alliance Abroad' presence on conferences & tradeshows.

- Visual and digital marketing implementation
- Elevated brand positioning and presences on conferences and tradeshows
- Moved html website to WordPress platform
- Implementation of digital tools: HubSpot, Microsoft Teams, Trello, Google Ads, etc.

### Graphic Design Intern

*Alliance Abroad / Austin, Texas, USA / 2013-2014*

International internship of 18 months, shadowing the Art Director and Marketing Director as junior graphic designer.

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.

- Digital and analog graphic design
- Develop new and existing marketing materials
- Implement existing marketing plan
- Shadow marketing team

### Senior Product Designer (contract)

*Kohana Coffee / Austin, Texas, USA / 2019 - 2020*

Full rebrand of cold brew concentrates and cold brew ready-to-drink coffee beverages. Worked closely with the internal marketing team to achieve the desired visuals based on thorough discovery phase with the client and a market & user research. Today, the product is being sold in all big convenience stores in the USA, such as Whole Foods, Trader Joe's, Krogers, etc.

- Discovery workshop
- Market & user research
- Packaging design
- Label printing
- Product photography
- Marketing strategy

### Art Director Tradeshow (contract)

*GeoVisions / Austin, Texas, USA / 2019*

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.

- Marketing strategy
- Tradeshow booth concepts
- Tradeshow graphic design
- Interior design

## REFERENCES

### Chrystie Heimert

*CMO at Kohana Coffee*

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### Heather MacLaren

*Managing Director at GeoVisions*

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### Jennifer Breckon

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