

SANNE DE MÛELENAERE

SANNEDEMU ELENAERE.COM

SDMU ELENAERE@GMAIL.COM

+32 (0) 497 35 19 90

BRUSSELS, BELGIUM

APRIL 1987

PROFESSIONAL SUMMARY

A leader and experienced marketer with a passion for photography and graphic design, bringing a versatile and wide skillset to the table. Promoted within 8 years from Intern to Director of Marketing 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 have been with start-up and scale-up businesses within the cultural exchange industry, the food & beverage industry, climate change industry and the music industry.

Currently focusing on management & leadership, marketing strategy & market research (B2B & B2C), user-experience research, purpose based strategic branding, corporate graphic design, 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

Business / Management

Business Development
Change Management
Vision & Strategy
Data Driven
Financial Planning
Operations
Teamwork
Agile Project Management
Digital Tools Strategy
Problem Solving

Marketing

Discovery Workshop
Marketing Strategy
Marketing Planning
Website
Data Analysis
Marketing Automation
Market & User Research
Omni Channel Marketing
Demand & Lead Generation
Storytelling

Graphic Design

Branding
Data visualization
Campaign visuals
Creative Brainstorming
Creative Problem-Solving

Photography

Product
Portrait
Documentary

WORK EXPERIENCE

Strategic & Visual Marketing Consultant

Freelance / Brussels, Belgium / 2020 - Current

Offering creative and strategic marketing solutions for international clients. This includes discovery workshops, marketing audits, brand strategy, visual branding, project management, digital marketing strategy, UX research, WordPress websites, etc.

Clients:

University of Ghent, VUB, Greenyard, Kohana Coffee, GeoVisions, NanoBiologics, The Breckons, etc.

Director of Integrated Marketing

Alliance Abroad / Austin, Texas, USA / 2017 - 2020

In charge of the marketing and full visual & 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 Graphic Designer, Digital Marketing Manager and Social Media/Community Manager. A member of a small team of six 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.

- Head of Marketing team
- Member of Director team
- Strategy
- Project Management
- Integrated marketing plan
- Visual and strategic re-branding
- Clear KPI's and analytics
- Financial planning

TOOLS

Trello
Monday.com
Slack
Microsoft Teams
Microsoft 365
Dropbox
WordPress
Hotjar
Google Analytics
Google Ads
Gravity Forms
Zapier
Facebook Ads
Hootsuite
Buffer
Mailchimp
Survey Monkey
Salesforce
HubSpot
Microsoft Dynamics
Adobe Creative Suite
InDesign
Photoshop
Illustrator
Lightroom
XD
Premier Pro

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

ASO - High School
Economics & Modern Languages
Hemelsdaele / Brugge / Belgium

CERTIFICATES

Neuro Marketing
Copenhagen Business School

Integrated Marketing
Communication
ACC / Austin, Texas, USA

English Composition
ACC / Austin, Texas, USA

WORK EXPERIENCE

Marketing Specialist

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 the presence of Alliance Abroad on conferences & tradeshow.

- Visual and digital marketing implementation
- Elevated brand positioning and presences on conferences and tradeshow
- Moved html website to WordPress CMS
- 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

Marketing strategy and full rebrand of cold brew concentrates and cold brew ready-to-drink coffee product line. 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

Tradeshow Director (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

+1 802 338 2556
chrystieheimert6@gmail.com

Jennifer Breckon

Global Manager at Alliance Abroad

+1 832 472 0776
jennifer@thebreckons.com

Ellen Coomber

Business Coach

+44 7914 00 53 56
ellen@expandingpossibilities.today