

Pacquita Balcaen

curriculum vitae - personal profile





1. Personal information

Function Experienced Freelance
Marketing Coordinator / Digital Marketing Manager
Date of Birth 15/10/1981
37 years old
Nationality Belgian
Contact details +32 489 25 98 31
pacquita.balcaen@sinnlabs.be

2. Education & certificates

Education		
1999 - 2002	Bachelor Marketing	Hogeschool West-Vlaanderen (Howest)
2003	Webmaster	Syntra West Kortrijk

Certificates	
	Google Partner • Google Search Advertising • Google Advertising Fundamental • Google Analytics • Google Adwords Display Advertising • Google Analytics Individual Qualification • Google Advertising Fundamental + Search Advertising Advanced Individually Qualified
	Inbound Certification

3. Summary of expertise

- ✓ Setting, prioritizing and evaluating work plans, connecting people, understanding financial constraints and realizing strategic goals
- ✓ Sound knowledge of online marketing (SEO, SEA, Analytics, content strategy, e-mail marketing)
- ✓ Experience in a wide array of environments (e.g.: Colruyt, Vanganswinkel, Deceuninck, Rock Werchter, Produo, T-interim, Durabrik, AZ Sint-Lucas, Borgerhoff & Lamberigts, Exact online, Jetair, Arcelor Mittal, Zenito, Eurid, VIM (Vlaams instituut voor mobiliteit), BE O Gent/Nevele/Antwerpen, ...)
- ✓ Strong strategic insight, consultative approach
- ✓ Good knowledge of html (has a webmaster background)

4. Work experience

Company	SinNLaBs ^{oo} bvba
Period	2003 - now • 16 yrs
Role / Function	Owner
Description	For different projects: <ul style="list-style-type: none">• Coordinate marketing strategy implementation• Oversee production and delivery of marketing materials (POS)• Plan, coordinate and control campaigns, actions, promotions & events• Manage & search resources and coordinate stakeholders

Company	Colruyt
Period	Dec 2015 - Nov 2016 • 1 yr
Role / Function	Digital Marketing Manager • Freelance
Description	<ul style="list-style-type: none">• Member of Digital COE• Manage and plan resources and coordinate stakeholders• Create digital marketing strategies and coordinate the implementation of digital marketing plans/roadmaps to support lead acquisition and brand awareness objectives across the business to include digital PR, SEO, PPC, Social CM, Affiliate and Email marketing• Product owner www.colruyt.be

Company	Wijs
Period	May 2012 - Apr 2015 • 3 yrs
Role / Function	Key Account Manager
Description	<ul style="list-style-type: none">• Responsible for the development of online marketing roadmap of key accounts• Collaborate with internal and external partners to develop and execute strategic action plans• Maximize online revenue opportunities

Company	Wijs
Period	Apr 2011 - Apr 2012 • 1 yr
Role / Function	Online marketing Consultant
Description	<ul style="list-style-type: none"> • Collect, analyse and report on SEO metrics • Setup and manage Adwords campaigns • Analyse traffic trends, share insights with team A/B testing interpret wireframes • Provide troubleshooting and support to web developers • Optimize conversion rate

Company	Culligan
Period	Aug 2005 - Jul 2010 • 5 yrs
Role / Function	Marketing coordinator B2B
Description	<ul style="list-style-type: none"> • Management of the e-mail marketing campaigns • Management of the CRM database • Management of the external and internal communication • Customer satisfaction research • Management of telesales activities

Company	Fundament - Derycke
Period	Aug 2004 - Aug 2005 • 1 yr
Role / Function	Freelance Marketing Advisor / Admin. employee

Company	European impact - Marketing Solutions - Topvision
Period	September 2002 - August 2004 • 2 yrs
Role / Function	Freelance Marketing Advisor / Admin. employee

(detail & recommendations www.linkedin.com/in/pacquitabalcaen)

5. Languages

Languages	Speak	Write	Understand
Dutch	****	****	****
English	**	**	***
French	**	*	**

*basic **good ***excellent ****mother language

6. Volunteer Experience

Role / Function	Company
Board of Directors	Socrowd (crowdfunding loans)
Board of Directors	Rooffood (roof farming)
Member/ Business Development	Happonomy project
Coach	Sociale innovatiefabriek
Business Development	Peerby (collaborative sharing of objects)

7. Customers

