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Senior Marketing & Communications

Marketing Digital Management

Looking for a full-time mission/job in the Brussels area
in link with international development

Experience

Journaliste web SPRL 2003-... Marketing consultant, trainer
Marketing agency

Main references

FitMyNest * Social Economy	2012-2017	Co-founder Creation of the team
	2017-2018	Business Development and team leader Development of technical, legal and financial partnerships Development of the first communities of clients
CE+T Power * Telecom	2011	Digital strategist Support to the marketing development for the creation of the first website
	2015-2017	Communications Manager Strategy and development of online and offline contents (websites, social media, whitepapers, press releases, videos), international media partnerships and fairs, support to events
Technocité Education	2011-2014	Trainer Webwriting Personal branding E-reputation
Knauf * Construction	2011-2013	Digital strategist and trainer Support to the marketing department and the general management regarding strategic development of websites and social media
Vlan Media	2011-2012	Team leader Support to the digital department: allocation of quality copywriting resources

Bruxelles Environnement Public institutions	2007-2014	Team leader Support to the digital department with allocated resources: editorial webmastering and on site consultant
	2011	Digital Strategist Support to the refoundation of the Intranet
Cofidis Banking	2007-2009	Team leader Support to the digital department: allocation of quality copywriting resources
Key Performance * Telecom	2006-2008	Marketing manager Development of the brand and of promotional campaigns
Bristol-Myers Squibb Group * Pharma	2005-2011	Mead Johnson Nutrition: Team leader Development of SEO contents for the Belgian Intranet and the Benelux websites
	2004-2005	Medical Imaging: Administrative assistant Support to the marketing department
	2004	Global Clinical Trials: Logistics assistant Support to the logistics department according to Good Manufacturing Processes
Azimut Social Economy	2004-2006	Digital strategist Refoundation of the websites, launching of the newsletters
	2014-2017	Coach and trainer Support to the startups, trainings in online communication and strategy
	2016-2018	Communications Consultant Updates of the websites, social media and newsletters, copywriting
More references, case studies and testimonials: http://aubertm.me/references/		
2Dmultimedia SPRL * Communication agency	2001-2003	Communications Responsible Main reference: Mercedes-Benz France
Mostra! Communication agency	2000-2001	Internship at digital department Main references: FostPlus, Spadel
AEGEE-Europe ASBL * European students NGO	1997-1998	Human Resources Director 15 000 members across Europe Creation of training support, organization of training events

* in link with international development

Skills

Languages

- French, mother tongue (C1)
- English, fluent (B2)
- Dutch, written and spoken (B1)
- Spanish, basic (A1)
- German, notions (A1)

Digital strategy

- Web marketing and strategy
- Wireframing, information architecture, some UX
- Tableau software, MS Power BI

Project Management

- Gantt, dashboards
- Business Model Canvas &co, Prince 2, SCRUM
- Some public procurement procedures

Content strategy

- Lead nurturing and lead generation
- Copywriting: technical, SEO, conversion
- Social media strategy
- Public Relations
- Video making

Digital technics

- Slack, Trello
- Adobe Creative Suite and other design tools
- CMS: Wordpress, Drupal, CMS Made Simple, Joomla...
- HTML, CSS
- Some Javascript, PHP/MySQL, XML

Traffic management

- SEO, SEA, SMO, SMA
 - Mailchimp, SugarCRM, Odoo
 - Conversion funnel optimization
 - Google Analytics and other analytics tools
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Education

Long-life learning: actual trainings in social and environmental impacts

- 2015-2018 **Master in Internal and External Communication**
Université Lille 3, France
Thesis on Communications in ISO 9001:2015 and ISO 14001:2015 norms
- 2012 **Webmission at Digital SXSW**
Austin, Texas, USA
- 2007 **Diploma in business finances management**,
Institut d'Administration des Entreprises, BECI, Brussels
- 1998-2001 **Bachelor in Communication**
Institut Supérieur en Formation Sociale et en Communication, Brussels
Thesis on the impacts of the new communication channels onto brands
- 1995-1997 **DEUG A in Computer sciences** (unfinished)
Université Paul Sabatier, Toulouse, France
- 1995 **Baccalauréat S in sciences**
Lycée International Victor Hugo, Colomiers, France