

Education

Master of Science in Disruptive Innovation

Expected May 2021

Hult International Business School | San Francisco, CA

- Relevant courses: Consulting, Design Thinking, Leading in the Digital Era and Data Strategy

Master of Science in International Marketing *(graduated with distinction)*

August 2020

Hult International Business School | London, United Kingdom

- Relevant courses: Customer Journey Mapping, Strategic Marketing, Digital Media and Communications

Bachelor of Business Administration *(graduated with distinction)*

September 2019

EU Business School | Barcelona, Spain

- Relevant courses: Social Media Management, Branding and Advertising and Project Management

Professional Experience

MYTRECCO | BOSTON, UNITED STATES

April 2021 – Present

Business Development & Growth Marketing Intern. Delivering ideas and concepts, creating a strong position for market growth and recognition across various media channels.

- Identify and grow relationships with brands, publishers, and tourism boards to increase brand exposure.
- Apply influencer marketing to grow user category and manage the relationship with Trecco ambassadors.
- Develop and execute a user acquisition strategy to grow Trecco's community.
- Understand the target user persona to identify an engagement strategy.

BELLECAPITAL | ZURICH, ZWITSERLAND

June – August 2018

Digital Marketing Intern. Consulted social media presence through LinkedIn, Facebook and Google AdWords in order to create more brand awareness and raise website traffic.

- Re-designed website content improving SEO strength through keyword research with Google Ads that increased the website traffic.
- Marketed the Corporate LinkedIn page to increase brand engagement and to ensure full optimization, resulting in an increase of 130 followers within 10 weeks.
- Launched a Corporate Facebook page to reach a younger audience and conducted communication campaign using visual content such as videos, photos and articles, establishing a follower base of 220 people in 10 weeks.
- Introduced a new Corporate website design by developing several ideas and presenting them to the leadership team to refresh the companies' online profile in an innovative manner.

Additional Experience

EU BUSINESS SCHOOL | BARCELONA, SPAIN

June – September 2017

Alumni Relations Assistant. Organized guest speaker's events and managed the Alumni department.

HOSPITALITY & RETAIL INDUSTRY | BELGIUM AND SPAIN

Oct 2013 – August 2019

Customer Service Representative & Sales Assistant at 4-star hotels and retail establishments.

Relevant Projects

Future Mindset Challenge HULT: Winning team from 75+ students by developing a business idea for 2030.

Digital Media & Communications HULT: Use and future trends in marketing data.

Customer Journey Mapping HULT: What a new age marketer needs to provide for an enhanced customer experience.

Skills and Certifications

UN Community Builder Award HULT | San Francisco, CA

November 2020

Best Delegate HEADQUARTER UNITED NATIONS | New York, NY

March 2018

Languages: Dutch: Native, English: Fluent, German: Fluent, Spanish: Intermediate

Extracurricular Achievements: Belgian Team representative at European Championships Horse Riding 2012 & 2013

Technologies: Microsoft Word: Advanced, Excel: Intermediate, PowerPoint: Advanced and iMovie & Canva: Advanced