

# SIMON DHAENENS



EXPERIENCE	<b><u>MARKETING MANAGER</u></b>		<i>GONDELLA NAZARETH, BELGIUM</i>	
	Okt 2025 - MAY 2026	<ul style="list-style-type: none"> <li><b>Freelance - Group Marketing Manager:</b> Temporary assignment to replace the group marketing manager at a leading B2B company active in the retail sector. In charge of the full marketing strategy &amp; budget for two company brands. Important projects include ABM campaign, event organization and lead generation campaigns through multiple digital channels.</li> </ul>		
	<b><u>GLOBAL MARKETING LEAD &amp; ECOMMERCE MERCHANDISING EXPERT</u></b>		<i>TVH PARTS NV WAREGEM, BELGIUM</i>	
	APR 2023 - OKT 2025	<ul style="list-style-type: none"> <li><b>Role #1 - Global Marketing Lead:</b> Developed and executed the marketing strategy for TVH's largest market segment driving growth through multi-channel online &amp; offline campaigns, content creation and data-driven initiatives that boosted both customer acquisition and retention.</li> <li><b>Role #2 - Ecommerce merchandising expert:</b> Build TVH's digital commerce efforts from the ground up, leading the marketing strategy on our webshop and global content strategies while aligning ecommerce developments with business goals through a center of excellence and cross-team collaboration.</li> </ul>		
	<b><u>TEAM LEAD - DIGITAL PROJECT &amp; ACCOUNT MANAGER</u></b>		<i>IO DIGITAL AGENCY GHENT, BELGIUM</i>	
FEB 2021 - APR 2023	<ul style="list-style-type: none"> <li>Team lead of a cross-functional marketing automation &amp; web development team while at the same team being the SPOC for multiple key accounts with responsibility to negotiate contracts, future projects and build a long lasting partner relationship.</li> </ul>			
<b><u>OLDER ROLES</u></b>				
FUNCTIONAL CONSULTANT & PROJECT MANAGER ERP SEP 2017 - FEB 2021		<i>CEGEKA GHENT, BELGIUM</i>		
EDUCATION	2023 - 2024	<b>POST GRAD - DIGITAL BUSINESS ANALYST</b> VIVES BRUGES		
	2016 - 2017	<b>MASTER BUSINESS ECONOMICS</b> GHENT UNIVERSITY		
	2011 - 2016	<b>MASTER COMMUNICATION SCIENCES</b> GHENT UNIVERSITY		
SKILLS	<ul style="list-style-type: none"> <li>(DIGITAL) MARKETING MANAGEMENT</li> <li>PEOPLE MANAGEMENT</li> <li>GROWTH HACKING</li> <li>ECOMMERCE MANAGEMENT</li> <li>DIGITAL TRANSFORMATION &amp; CHANGE</li> <li>PROJECT MANAGEMENT</li> <li>ACCOUNT MANAGEMENT</li> <li>SCRUM &amp; AGILE CERTIFIED</li> </ul>		CONTACT	+32 479 49 66 12 - SIMON@SAYSDIGITAL.COM
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<b>REFERENCES:</b>		<b>JELLERT DEKEYSER</b> CHIEF DIGITAL OFFICER TORFS +32 473 46 99 80	<b>SUKERTI VAN SCHOORISSE</b> HEAD OF MARKETING DONNA +32 477 87 98 58	