

### Digital Strategist, Marketer & E-commerce Project Manager Freelance consultant - Data & Performance driven - 10 years of experience

I help medium sized and big companies to define and implement their digital transformation and marketing strategy with a constant focus on the search for performance and growth opportunities.

# Professional experience

#### 2016 - 2/2018 DIGITAL STRATEGIST & MARKETER AT ETEAMSYS

Responsible for the definition and implementation of the digital strategy of SME's and big companies, measure performance and help customers take strategic decisions based on results (SEA, UX Design, Web analytics).

www.eteamsys.com

# 2014 - 2016 DIGITAL MARKETER & E-COMMERCE PROJECT MANAGER AT LAMPIRIS

Responsible for managing the e-commerce website development and digital marketing of firewood and pellets. www.lampiris.be

# 2008 - 2014 CO-FOUNDER AND MANAGER OF WEPIKA E-COMMERCE AGENCY

Wepika is an e-commerce agency of 7 developers specialized in e-commerce strategy and website development under the open source solutions Prestashop & Wordpress.

www.wepika.com

#### 2010 - 2015 CO-FOUNDER AND ORGANIZER OF CAFE NUMERIQUE

Café Numérique is an organization of tech events in 26 cities around the world. The objective is to promote innovation and initiate the most people to new technologies: Learn – Network – Enjoy. www.cafenumerique.org

## Skills

Digital Marketing Strategy
Digital Transformation
E-commerce Strategy

User Experience

Web analytics

UX design

SEA

SEO

Social medias marketing

Marketing automation

Copywriting

Landing pages

Project management

Team management

Sales

Human Ressource Management

Change management





# Training

2009 - 2018 SELF TRAINING

Google Academy
Facebook Blueprint
Hubspot Academy

2008 - 2009 TECHNOFUTUR TIC (BELGIUM)

Digital Marketing & E-commerce

2006 - 2008 HEC - ULG (BELGIUM)

Master Degree in Business Administration

2005 - 2006 UNIVERSIDAD DE OVIEDO (SPAIN)

Erasmus in Business Administration

2003 - 2005 MAASTRICHT UNIVERSITY (HOLLAND)

Bachelor Degree in International Business (marketing)

2002 - 2003 TRACY HIGH SCHOOL (USA)

Senior year

1996 - 2002 ATHENEE ROYALE CHARLES ROGIER (BELGIUM)

Secondary school

### Passions & Industries of Interest

Google & Web addict, Entrepreneurship, Automobile industry, Mobility, Technology, Architecture, Traveling, Golf, Kitesurfing, Real Estate, Tourism, Ecology.

#### Contact

## Languages

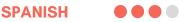
#### Chris Gillard



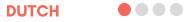




















### Softwares

Google Analytics Google Adwords

Hubspot SEMrush Act-on

Facebook Business Manager

Wordpress Prestashop Drupal Magento Sugar CRM

Hotjar Jira

Teamwork Photoshop Office 365