



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

ANALYTICS
QUALIFIED
INDIVIDUAL
Google



Google
Analytics

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

Softwares

- Google Analytics
- Google Adwords
- Hubspot
- SEMrush
- Act-on
- Facebook Business Manager
- Wordpress
- Prestashop
- Drupal
- Magento
- Sugar CRM
- Hotjar
- Jira
- Teamwork
- Photoshop
- Office 365

Passions & Industries of Interest

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

Contact

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 www.chrisgillard.be



Languages

ENGLISH ●●●●

FRENCH ●●●●

SPANISH ●●●●

DUTCH ●●●●