

Jeroen De Koninck



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About me



Entrepreneurial with a passion for technology, marketing and commerce. Started my first company at the age of 15. Strong background in **Performance, Program** and **B2B Creative marketing**. Open attitude and strong believer in profound communication. Autodidact and structural **problem solver**. Aiming for efficient and measurable results.

Languages



Dutch



English



French

Skills



Adobe Photoshop



Adobe Illustrator



HTML | CSS | Bootstrap



Search Advertising (SEA|SEO)



Power BI



Google BigQuery

NPO | Projects Started



Belgian Week



#WijBlokkenSamen



SMF Leuven '16

+ Experience

Account Manager

| Google

2019 - ...

Digital partner of eight EMEA Telco/Retail company groups

Strategic digital consultant • Responsible for \$50mio revenue • Ensured revenue growth (20%+ YoY) • Established long-term partner's business growth across channels • Worked on launch of new business unit • Industry focus: telco and retail

Google Partners Program Manager

| Google

2018 - 2019

Responsible for B2B Marketing towards digital agencies

Organized 15 educational tracks • Operational lead for North-European Retail Program • Developed online mobile education platform • Program & strategy lead NE Acquisition Program • Responsible for vendor negotiation and procurement of scaled communications, content and creative execution

Market Visionaries Program

| AB InBev

2018

Intensive program in FMCG sales and marketing

Responsible for 420 PoSs • Avg. target achievement of 158.6% • Responsible for style integrated PoS lead to incr. sales of 64% • Created marketing plan to activate 4.457 screens in PoSs

Business Development Startup

| Eventigrate

2017

Development new business vertical and marketing

Startup on Bluetooth tracking • Found 40 news leads via blue ocean strategy • Product management and research • Responsible for digital (SEA/SEA) and web development

Project and Event Manager

| Belgian Week

2016 - 2017

Project manager 10-day festival, France, 2,000 daily visitors

Non-Profit VP events

| Ekonomika

2014 - 2016

Responsible for 20 events, 90 volunteers and \$50K sponsoring Vendor sourcing, events up to 15K visitors and \$300K budgets

+ Education

Master in Management

| ESSEC Business School

2017

Product Management, Luxury Management and Digital Marketing Strategy • Graduated with highest honor (87%) • Triple accredited Business School • Extended Erasmus

Master in Business Economics

| KU Leuven

2016

Graduated with distinction • Major Entrepreneurship Minor International Business and B2B Marketing • Thesis