



Esther.

ESTHER VAN HELMONT

Senior Brand Marketer
02-07-1994
Bergeijk, Noord-Brabant

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Senior Brand Marketer with a strong ability to simplify complex content through clear communication and user-friendly experiences (UX). Identifies opportunities based on intuition and data. Effortlessly translates issues into concepts. An efficient planner, progressive, leading, and possessing a wide-ranging knowledge of (up-to-date) marketing and communication.

Personality test: **YELLOW** The pragmatic supporter

WORK EXPERIENCE

- Werken in de Kempen/Peel/Regio · Senior Brand Marketer**
Nov. 2020 - present · 3 yrs 6 mo
As part of the dynamically expanded marketing team, I played a central role in shaping and executing versatile multichannel campaigns aimed at refining the customer journey and maximizing customer satisfaction. My responsibilities included strategically optimizing internal and external communication processes, leading initiatives for digital transformation and automation, and enhancing the efficiency and effectiveness of our online and offline presence, with the goal of strengthening the brand position and boosting user engagement for recruitment talent acquisition.
- Esther van Helmont · Marketer & Art Director · Entrepreneur**
oct. 2019 - nov. 2021 · 1 yrs 1 mo
Specialized in branding and strategic development, I have guided ambitious entrepreneurs in shaping and implementing powerful brand propositions. This process included precisely defining the target audience, establishing the optimal tone-of-voice, making executing effective campaigns, and optimizing design, email marketing, and website communication/user experience.
- Shimano Europe Group · Marketeer**
Oct. 2017 - Oct. 2019 · 2 yrs
Responsible for the revision of the dealer product catalog for nine European countries. A collaboration with a variety of stakeholders across different markets. Simultaneously, I was involved in the development of a new consumer product line within the fishing department and conducted various campaigns.
- Plano Plastics Group · Brand Specialist Sublimation Technology**
Feb. 2016 - Sep. 2017 · 1 yrs 8 mo
Assisting, presenting, demonstrating, testing, and developing various techniques within a new plastic sublimation technology.
- FaberExposize · Desktop Publisher**
June 2014 - Jan. 2016 · 1 jr 8 mo
Preparing and optimizing digital files for large format print productions for the successful creation of high-quality interior decorations, trade show presentations, and outdoor advertising.

EDUCATION

- SintLucas**
MBO Commercial art
2011 - 2014
- SintLucas**
LW grafimedia
2006 - 2010

COURSES

- Figma Advanced**
May 2023
- User Experience Design**
Jan. 2023
- Interaction Design**
Mrt. 2023
- Agile marketing**
June. 2022
- Customer Journey Mapping**
June. 2022
- Google Digital**
June 2020
- LOI Commercial Economics**
Specialization Marketing Management
2017 - 2018

TOOLS & SKILLS

- Microsoft office ●●●●●●●●○○
- ChatGPT ●●●●●●●○○○
- Adobe CC ●●●●●●●●○○
- Figma ●●●●●●●○○○
- Meta Business Suite ●●●●●●●○○○
- Google SEO/SEA/Analytics ●●●●●●●○○○
- Project management ●●●●●●●●○○
- Analytical skills ●●●●●●●○○○
- Communication ●●●●●●●●○○

LANGUAGES

- Dutch ●●●●●●●●●●
- English ●●●●●●●○○○