

Portfolio

Digital Consultant

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AutoRepairGroup

Comprehensive Digital Strategy

Context

Following its acquisition, Carglass Carrosserie became AutoRepairGroup in June 2021.

Mission

Development of a digital marketing strategy and global communication plan covering all communication channels.

Approach

- Strategy development from scratch
- Definition of objectives and KPI's
- Creation of social media plan and Google Ads campaigns
- Coordination of web design team
- Research and implementation of a CRM software

Skills

Digital Strategy

Project management

Multi-channel coordination

CRM



Le Pain Quotidien

Web portals for HR

Context

Le Pain Quotidien is an international chain of bakery-restaurants with over 200 locations worldwide, known for its organic and sustainable approach to food.

Mission

Design and development of a global web portal for human resources, along with local HR website design for the Belgian market.

Deliverables

- Global HR web portal design and development
- Local HR website design with custom attributes for job openings
- Recruitment-oriented user experience
- Brand-consistent visual identity across all markets

Skills

Web Design

HR Portals

UX Design

Multi-market Coordination



Wolf Food Market

Website redesign & SEO

Context

Wolf, Belgium's first food market, opened in December 2019 in a former bank.

Mission

Complete website redesign and SEO optimization (May 2020).

Deliverables

- « Visual snacking » oriented design with attractive colors
- Mobile optimization with square format videos
- SEO content writing and optimization

Results

- 30,000 monthly sessions
- 80% organic traffic

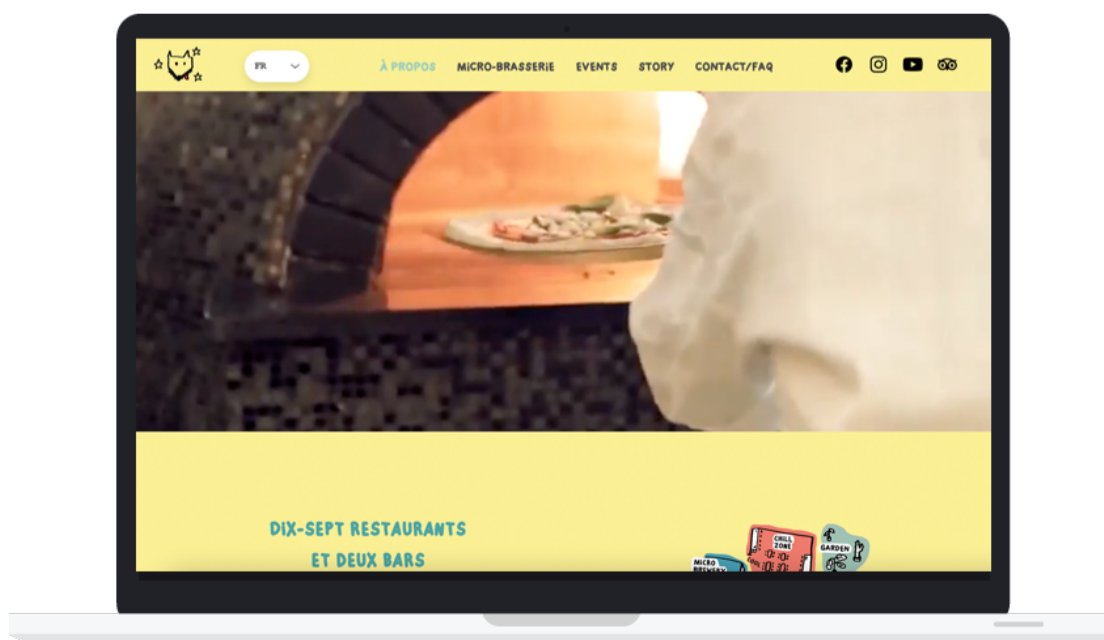
Skills

Web design

SEO

Web Project Management

Content Optimization



Fall In Laugh

UX & SEO Optimization

Context

Laughter yoga experience launched on Airbnb by Thomas Cock. Published author who has worked with clients including Meta, Spotify and Google.

Mission

User experience improvement and natural search optimization

Deliverables

- Main navigation restructuring
- Dedicated press section creation
- Duplicate content elimination
- Relevant SEO content writing with UX priority

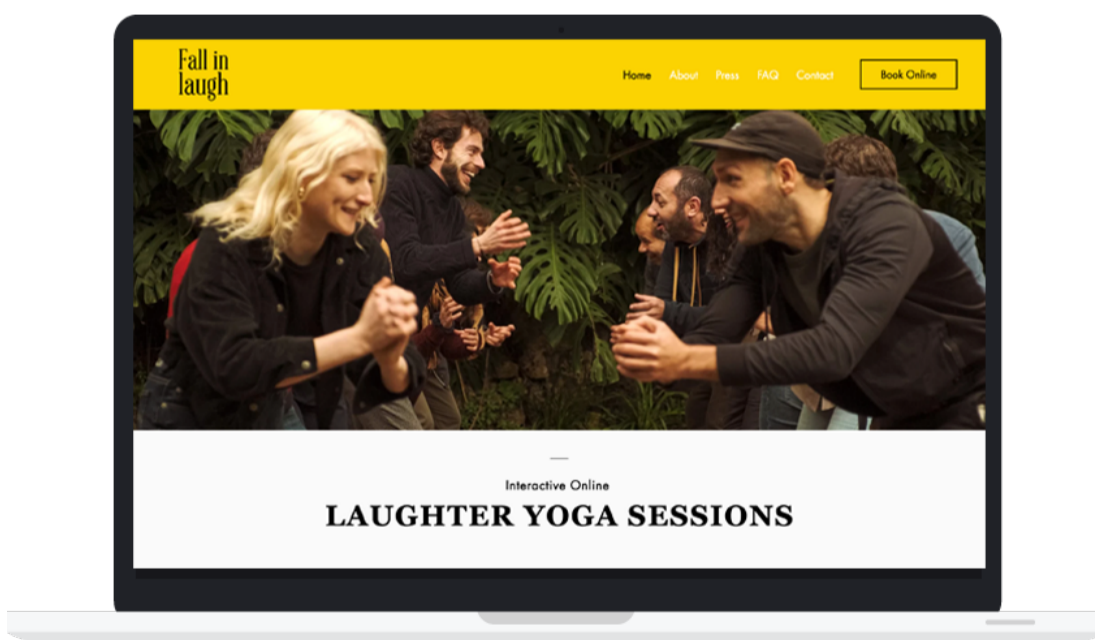
Skills

UX design

SEO

Information Architecture

Web Copywriting



Domaine de Naxhelet

Multilingual Translations

Context

Family hotel complex with golf and spa in Wallonia.

Mission

Complete website translation from French to English and Dutch.

Deliverables

- Translations adapted to cultural specificities
- Readability optimization for each language
- Consistent online/offline user experience maintenance

Skills

Multilingual Project Management

Cultural Adaptation

Content Review



Pascale Christoffel

Custom Website & Newsletters

Context

Painter specializing in painting, workshops and artistic wallpapers.
Featured in Pollen Mag, Marie-Claire, La Libre.

Mission

Custom website creation and newsletter implementation.

Deliverables

- Design reflecting unique artistic universe
- Structure adapted to custom collections presentation
- Newsletter system for customer retention
- Creative workshops showcase

Skills

Custom Web Design

Email Marketing

Content Strategy



MediQuality.net

Multi-Channel Campaign Management

Context

MediQuality is a comprehensive digital platform for health professionals in Belgium, the Netherlands, and Luxembourg.

Mission

Management and execution of multi-channel marketing campaigns to engage the healthcare professional community.

Deliverables

- Email marketing campaigns targeting healthcare professionals
- Bannering campaigns across the platform
- Live webinar organization and promotion
- E-learning campaign deployment

Skills

Email Marketing

Web Design

Webinar Management

Bannering

