



Jimmy-John Goor

+32 476 21 97 62 | pm@jjgoor.be

[LinkedIn](#) | www.jjgoor.be

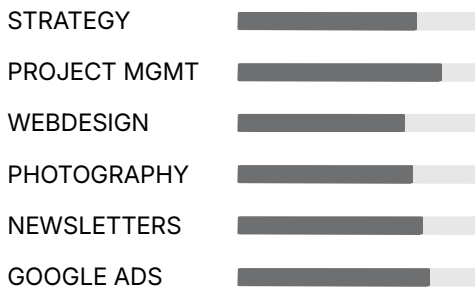
Zevenbronnenstraat 56, 1653 Dworp

Date of birth: 02/03/1985

Husband, father, driving licence

As a freelance digital marketing project manager, I adopt an empirical methodological framework based on transparency, inspection, and adaptation. I deliver projects within scope, budget, and timing. Available for long-term retainers and project-based missions delivering measurable results.

Skills



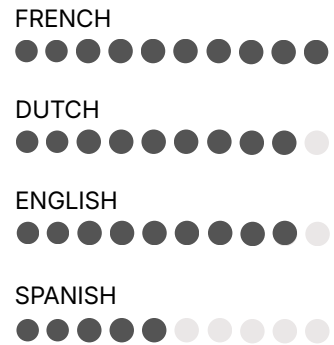
Education

- 2005 - 2008 | Academic Bachelor, Advertising & Public Relations | I.H.E.C.S.
- 2004 - 2005 | Language classes & volunteering, California & Costa Rica | W.E.P. Certificate, agile project management with scrum | Unow.fr
- Certificate, business management | SPF Economie
- Certificate, email marketing | Brevo
- Certificate, digital marketing | Google Atelier Digital

Experience

- 2017 - Present
Freelance PM / Owner
ARKEO STUDIO BV
Supporting agencies, advertisers, and media in digital strategy, end-to-end project management, responsive web design, email marketing campaigns, and Google Ads. Key client: MediQuality.net (2023-present); Multi-channel campaign management for healthcare professionals across Benelux: email marketing, banner ads, webinars, and e-learnings.
- 2020 - 2022
Digital Project Manager
AddRetail
AddRetail is an omnichannel agency specializing in retail. Managed social media plans, newsletters, Google Ads campaigns, websites, and interactive catalogues for Carrefour, Fnac, and Maxi Zoo.
- 2019 | Digital Project Manager | TBWA Belgium
- 2019 | Marketing Manager | Best of Publishing
- 2018 | eCRM Project Manager | Publicis Groupe
- 2016 - 2017 | Project Manager | Efficacy CRM
- 2015 - 2016 | Account Manager | Serviceplan
- 2013 - 2014 | Project Coordinator | Association of Internet Marketing
- 2012 - 2013 | Founder | Decoforest
- 2012 - 2012 | Account Executive | Young & Rubicam
- 2011 - 2012 | Co-founder | Casa-Factory
- 2008 - 2011 | Account Executive | Polygone Group

Languages



Hobbies



Photography
(outdoor & commissioned)



Golfing