

KRISTIEN BRUYNINCKX – Poke The Lion BV

Freelance Communication Expert (advertising, marketing) & AI Translator

kristienbruyninckx@yahoo.com

+32(0)475 85 26 32



I am a driven, creative generalist with senior experience in communication, marketing, and digital media. I combine a pragmatic hands-on approach with strategic insight to successfully connect people, projects, and processes. Neck deep in all things AI.

COMPETENCES & KEY ACHIEVEMENTS

PROFESSIONAL

Comm & Marketing Expertise

Extensive background in advertising agencies, brand, product & event marketing, media, and employer branding. Accustomed to tight deadlines, keeping a clear overview in complex projects.

Project & Account Management

From strategy to implementation, ensuring both creative and commercial objectives are met. Excelling in stakeholder alignment. Acting as a bridge between clients and experts within a team (zero friction service).

Digital & AI

Passionate about new technologies, AI strategy, and digital media; focusing on practical applications and tangible added value. Strategic mindset, bringing structure to complex processes.

Team Leadership and/or participation

Leading and motivating multidisciplinary teams, providing coaching and evaluations. Easily connecting with diverse profiles (creative, commercial, academic,...), from junior to specialised talent. With the exact same energy: being part of a team under leadership.

PERSONAL

Empathetic & People-Oriented

Volunteering for several local non-profit organisations - gaining energy from collaboration and stakeholder alignment towards a common goal.

Creative Problem-Solver

Conceiving out-of-the-box solutions, keeping a clear overview in complex projects. Highly organised.

WHY ME?

- **T-shaped** professional: agile mindset, Swiss army knife
- your client's strategic/relational link with an affinity for **technology**
- I speak like a marcom specialist, think like a techie, and act like an **entrepreneur – boots on the ground.**
- **Experience** with vast range of companies and brands: TBWA, Havas, BBDO, Streamz, Sony Pictures, Studio 100, Metro, Defensie, Luminus, Beobank, Nationale Loterij, Nutella, Côte d'Or, McDonalds... as well as other fields and sizes.

EXTRAS

- Organizational agility
- Entrepreneurial spirit
- AI tools & automation
- Adaptability

SECTORS

- Consumer Products / FMCG
- Public sector, energy sector, financial services
- Advertising agencies, media, publishing

LANGUAGES

Dutch (native) ● ● ● ● ●
English ● ● ● ● ○
French ● ● ● ● ○

EDUCATION

Master in Political & Social Sciences, Communication (cum laude) – KU Leuven

Brand Management & Communication - Vlerick

Various AI programs, courses, workshops

Exchange Student Australia

Oenologist/Viticulturist (phyto license P2)

RELEVANT EXPERIENCE

ROLES

KEY RESPONSABILITIES & RESULTS

AI Translator

Freelance – at Poke The Lion (owner)

Key trainings

- Rescope (Odum)
- UCLL – GPT academy
- BMMA
- Team-GPT

02.2023 – 02.2025
2 years

Key focus

- AI strategy for SME's, creative agencies, HR depts.

Account Manager BBDO Belgium

Freelance – Full Service Creative Agency

Key responsibilities

- **Management of client portfolio:** Nationale Loterij (scratch)

Key results

- Consistent delivery of **integrated campaigns** across Nationale Loterij's portfolio, coordinating multidisciplinary teams and agencies from briefing through production and launch.
- Translating business objectives of **various** client stakeholders into actionable campaigns.

02.2026 – 06.2026
5 months

Campaign Manager Streamz

Freelance – Video Streaming Platform

Key responsibilities

- **Management of title portfolio:** development and execution of **data-informed communication strategies**, translating audience and performance insights into positioning, messaging and campaign decisions.
- End-to-end coordination of integrated campaigns, ensuring **strategic alignment** and timely delivery across **internal data teams**, production partners and media.
- Fiction, reality and documentary, including Oh, Otto!, De big fuck-up, BOHO & Koppels in Crisis.

Key results

- Contribution to the visibility of internationally recognised titles, including **CANNESERIES winners** Oh, Otto! & BOHO and 6 time **Ensor nominated** De big fuck-up.
- Conceptualisation and execution of an **immersive AP & afterparty** for De big fuck-up, fully aligned with the series' universe, resulting in exceptionally high attendance, low no-show rate and **strong audience engagement**. The experience - venue, screening and event design - was highlighted as a **benchmark** for future premiere branding, including **positive senior leadership feedback**.

03.2025 – 02.2026
12 months

Account Director Serviceplan Belux

Freelance - Full Service Creative Agency

Key responsibilities

- **Management of client portfolio:** ALS Liga, bpost, Mars (petfoods – Whiskas, Sheba), Shell.
- BOSA e-procurement **tenders & pitches** (details upon request).

Key results

- **Automation** of summary & decision process for tenders & pitches.
- bpost: restoring client relationship & project management on Philanews.
- Generating new bizz on existing clients within the network.
- Contributed as Account Director to ALS Liga's award-winning "Killing Me Softly" campaign (Silver & Bronze at the 2026 Creative Belgium Awards)

09.2024 – 12.2024
4 months

Account Director TBWA Belgium

Freelance - Full Service Creative Agency

Key responsibilities

- **Management of client portfolio:** : McDonald's
- **Client relationship management** – primary daily liaison between client & agency, anticipating needs, building trust, and ensuring strategic alignment.
- **Campaign oversight** – Lead development and execution of campaigns, coordinating resources, timelines, and quality control.

Key results

- Happy Meal Wiltopia & Monday Socks campaigns, Late Opening Hours campaign.
- Development **in-app game**
- **Innovation** with strategic toolbox for launch campaigns of new franchise restaurants.

01.2024 - 06.2024
6 months

RELEVANT EXPERIENCE

ROLES

KEY RESPONSABILITIES & RESULTS

Division Director
Hotel Hungaria

Freelance – lead for Storymaking - Production, Crea & Marketing Agency

Key responsibilities

- Overview **department portfolio**: BOIC, VTM, BNP Paribas Fortis, Tessenderlo Kerley...
- **Conceiving and implementing processes** to translate strategy into project-level execution.
- Responsible for **targets**, managing and monitoring budgets.
- Evaluating **team performance**, providing direction and guidance.

Key results

04.2023 - 12.2023
9 months

- **Improving** collaboration marketing, production and digital teams.
- Implementing **methodical**, efficient way of working.
- Supervising collabs Olympic Games 2024.

Account Director
Havas Creative Brussels

Freelance - Full Service Creative Agency

Key responsibilities

- **Management of client portfolio**: Luminus – Côte D'Or
- **Budget & performance**: oversee project budgets, monitor KPIs, and ensure financial targets were met while upholding high-quality deliverables.

Key results

09.2022 - 03.2023
7 months

- **Luminus**: build & coordinate 3 image campaigns, enhancement Employer Branding, **efficiency WoW always on campaigns (digital/social media)**
- **Côte D'Or**: creation & coordination image & '140 jaar Côte D'Or' campaign for Belgium & Netherlands

Senior Account Mgr
Strategie Agency
Hermée

Freelance - Full Service Creative Agency

Key responsibilities

- **Management of client portfolio** : Ferrero Rocher/Raffaello - Tic Tac - Nutella - Lotus Bakeries – Athora
- Identify and pursue opportunities for **expansion**, present innovative ideas.

Key results Nutella

01.2022 - 07.2022
7 months

- Development Nutella campaign 'Belgique ♥ België' (Nutella -'love BE') – limited edition. TV, **digital storytelling** w Saartje Vandendriessche & Ludovic Daxhelet, negotiation **influencer campaigns**.

Account Director
Boondoggle

Freelance - Full Service Creative & Digital Agency

Key responsibilities

- **Management of client portfolio**: Beobank, Defensie, Trends Magazine

Key results Beobank

- **Onboarding** of Beobank as new account.
- Creation first image campaign since launch in 2013.
- Building of **product campaigns & communication** within the new brand story.

Key results Defensie

- Launch new image campaigns 2019 & 2021 (direct impact of foreign/domestic missions on daily life in Belgium) - TV, digital, native advertising, social media.
- **Project Manager - development new website www.mil.be** - ideate & make.
- Creation **Employer Branding** campaign for 'bottleneck jobs', incl videos & brochures to support the campaign.

10.2019 - 12.2021
+2 years

Key results Trends Magazine

- Development relaunch campaign ('game changers') & new tagline

RELEVANT EXPERIENCE

ROLES

KEY RESPONSABILITIES & RESULTS

Head of Marketing
Headline

Employee - Marcom Agency Leisure & Entertainment (Startup)

Key responsibilities

- **Daily management** of marketing team and strategy.
- Strategy and **negotiation** of strong (media) **partnerships**.
- Campaign management for musical productions and events.
- **Optimisation** internal working methods and systems.

Key results

- Coaching the team to focus/work methodically, through the use of **time-to-market tools** & implementing formats & templates aiding a **structured approach**.
- **Partnerships** with SBS, De Zondag, Plopa,... **development** Lijncom business packages, **coordination** of participations at Cultuurmarkt Vlaanderen Antwerp and Ketnet Zomertour.

06.2018 - 07.2019
+1 years

Marketing Manager BE
Metro

Employee - Free Daily Newspaper – NL & FR

Key responsibilities

- Responsible for **B2C and B2B marketing**: strategy & business development, research, digital & social media, **product development**, campaigns, **CX**, PR, marcom budget.
- Responsible for mkt team: project managers, e-marketeer, copywriters, webmaster.
- Negotiation & follow up of 3rd party & media partnerships with **SBS, Mediahuis, VRT**.
- Close cooperation with sales team, editors, production & distribution, graphics department.

Key results

- Developing Metro START (career guide): honourable mention in "Best New Print Product" category - **Global Media Awards** 2018, INMA.
- **Launching and expanding social media channels**, launching **news messaging via Whatsapp**, **long before established newspapers** in BE. Growth Metro Photo Challenge (Belgium **n° 1 in international ranking** of number of participations).

03.2015 - 06.2018
+3 years

Brand & Marketing Mgr
Studio 100

Employee – consumer Products BENELUX

Key responsibilities

- **Brand positioning** & strategy for **Bumba, Samson & Gert, Kabouter Plop, Wickie, Maya...**
- Develop & coordinate **brand-, marketing & PR campaigns** for consumer products.
- Close **internal collaboration** with sales, licenses, prod development, graphic depts etc.
- **Analyse consumer behaviour** and relevant new developments in marcom.

Key results

- International launches of Maya & Wickie.
- **Launch & expansion of social media channels Studio 100.**
- Coordinating projects in collaboration with **Vlerick** (Marketing) and **KU Leuven** (iMinds).
- **Development & project management digital platform**, Wanagogo (now Studio 100 GO)

08.2013 - 02.2015
1,5 years

Project Manager
Studio 100

Employee - marketing & PR campaigns for CD, DVD & electronic game releases.

Key responsibilities

- Develop & implement **campaign concepts** & materials.
- Create copy for press releases, brochures, website, radio & TV spots, etc.
- **Initiate & develop partnerships** with external parties like SBS & VRT; coordinating events (PR, fan events, internal launch events).

Key results

- **Efficient use of budget & time** by using inhouse recording facilities for TV & radio commercials instead of outsourcing, which developed into **a new business model** as the recording facilities were commercialised to third parties.
- **Startup** of marketing & PR campaigns for merchandise and licensing department & **developing product cross-overs** in communication (campaign tagons, flyers in products,...)

06.2009 - 07.2013
+4 years

RELEVANT EXPERIENCE

ROLES

KEY RESPONSABILITIES & RESULTS

Product Manager
New Release BENELUX
Sony Pictures H.E.

Employee – responsible for new movie releases on DVD and Blu-ray

Key responsibilities

- **Development, coordination & implementation of marcom B2C & B2B** (general strategy, product look, POS material, media campaigns and creations, joint promotions, trade promotions and PR) in cooperation with Trade & Sales colleagues.
- Coaching 2 junior PMs

Key results

- **Release of "The Big 3": The Da Vinci Code, James Bond - Casino Royale & Spider-Man 3.**
- Setting up **modular POS packages** for retail resulting in efficient development flow (no overstock, timely delivery, shrinking costs).

02.2005 - 05.2009
+4 years

Account Manager
VVL BBDO

Employee – Full Service Advertising Agency

Key responsibilities

- **Client portfolio:** Masterfoods Snackfood, Carlsberg, Persil, Pepsi, Donna, BASE, Passendale, Gillette / Duracell / Oral B
- Final responsibility on daily operation of the client portfolio + people management (daily coaching of two-strong team).

Key results

- Persil "talking babies" campaign
- Radio Donna **rebranding** campaign (MNM)
- **Launch** campaign Gillette **Venus**
- Carlsberg "male imagination" campaign, Euro 2004 campaign,...
- M&M's @ the movies campaign

03.2003 - 02.2005
2 years

Account Executive
VVL BBDO

Employee - Full Service Advertising Agency

Key responsibilities

- **Client portfolio:** Union Minière/Umicore, KPN Belgium, Persil, Carlsberg, Randstad Interlabor, Gillette/Duracell, Pizza Hut

Key results

- **Worldwide name change** Union Minière/Umicore – int'l employer branding campaign & image campaign BE

02.2000 - 02.2003
3 years

Media Planner
SPACE

Employee - Media Agency

Key responsibilities

- **Client portfolio:** Sara Lee, Vandemoortele, Electrabel, Mediaxis (a.o. Humo radio campaigns, Libelle, Flair, Feeling), Esso, Conrad Int'l Brussel, Moët & Chandon

Key results

- Airing the weekly Humo radio commercials in time (an ongoing challenge...).
- **Negotiations international newspaper campaign** for Conrad joining of the Leading Hotels of the World network.

09.1998 - 01.2000
+1 years