

# Kristien Bruyninckx



Leuven, 02/08/1974  
Belgian

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## Competences

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Efficient in large, small and flexible teams and at the crossroads of communication, marketing and sales. Extensive experience with all players of the communication spectrum: media agency, advertising agency, consumer products, media company, event sector. Passionate about A.I., content marketing, storytelling, digital media, social media and new trends.

### Competences:

Entrepreneurial, creative, organised and structured, logical and analytical, energetic, resourceful, solution-oriented, group-oriented, verbally strong. Pragmatic and hands-on, professional dot-connector. Project management from A to Z.

Management style: coaching, motivating, evaluating.

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## Poke The Lion / **Freelance Communication Expert Advertising/Marketing**

Oktober 2019 - present, LEUVEN

Reinforcement of account teams and communication departments in need, for 360 ° communication and marketing projects, short or long term.

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## Freelancer Experience

**TBWA Belgium** / Full Service Creative Agency

### **Account Director**

Account: **McDonald's**

February 2024 - June 2024, ZAVENTEM

- Happy Meal Wiltopia Campaign, Late Opening Hours campaign, Franchise Openings communication

**Hotel Hungaria** / Production, Creative & Marketing Agency

### **Division Director Storymaking**

April - December 2023, LEUVEN

- BOIC, VTM, BNP Paribas Fortis, Tessengerlo Kerley...

## Havas Creative Brussels / Full Service Creative Agency

### Account Director

Account: **Luminus – Côte d'Or**

September 2022 - March 2023, BRUSSELS

- Luminus: image, EB, always on (digital/SOME) campaigns
- '140 jaar Côte D'Or' campaign BE-NL

## Strategie Agency / Full Service Creative Agency

### Senior Account Manager

Account: **Ferrero Rocher/Raffaello - Tic Tac - Nutella - Lotus Bakeries - Makro - Athora**

January - June 2022, HERMÉE

- Development Nutella campaign 'Belgique ♥ België' (Nutella 'love BE') - limited edition. TV, digital storytelling, influencer campaign

## Boondoggle / Full Service Creative & Digital Agency

### Account Director

Account: **Beobank**

January - December 2021, LEUVEN

- Onboarding new account
- Developing first image campaign since launch in 2013.  
<https://pub.be/nl/boondoggle-en-beobank-zijn-mee-met-de-mensen/>
- Development of product campaigns and communication within the new brand story.

Account: **Trends Magazine**

September - December 2020, LEUVEN

- Development relaunch campaign ('game changers') and new tagline for the magazine ('Trends verbindt mensen die kansen zien').  
<https://pub.be/nl/trends-en-boondoggle-veranderen-de-spelregels/>

Account: **Defensie**

October 2019 - December 2021, LEUVEN

- Launch of new image campaigns in 2019 & 2021 (direct impact of foreign/domestic missions on daily life in Belgium) - TV, digital poster, native advertising, social media.  
<https://pub.be/nl/boondoggle-kadreert-de-missie-van-defensie/>
- Project management construction new website [www.mil.be](http://www.mil.be) - ideate & make (launch autumn).
- Development of 'shortage professions' campaigns, job videos and brochures to support the Employer Branding campaign.

**Buro Knal** (former Atelier per Twee) / Grafisch bureau

### Freelance marketing specialist

January 2021 - December 2022, MECHELEN

- Developing new brand story for Atelier per Twee (ApT)
- Designing content strategy and roadmap for social media channels of ApT
- Development of strategy and sitemap for new website Buro Knal

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## Work Experience

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**Headline** / communication- and marketing agency in leisure & entertainment (startup)

### Head of Marketing

June 2018 - July 2019, WILRIJK

- Daily management of marketing team and strategy.
- Development and negotiation of strong (media) partnerships.
- Campaign management for musical productions and events.
- Optimisation internal working methods and systems.
- Successes: Getting the team to focus and work methodically, through the use of time-to-market calendars and implementing formats and templates aiding a structured approach. Partnerships with De Zondag, SBS and Ploppa, partnership Lijncom business packages, coordination of projects Cultuurmarkt Vlaanderen Antwerp and Ketnet Zomertour.

**Metro** / Free Daily (NL & FR)

### Marketing Manager Belgium

March 2015 - June 2018, BRUSSELS

- Responsible for B2C and B2B marketing: strategy, research, digital & social media, product development and management, campaigns, customer experience, PR, events and marketing & communication budget.
- Responsible for a five-strong marketing team: project managers, e-marketeer, copywriter, webmaster.
- Successes: Developing START (career guide on Monday): Metro START received a nomination and honourable mention in the "Best New Print Product" category of the Global Media Awards 2018, organised by INMA (International News Media Association).  
Launching and expanding social media channels, launching news messaging via Whatsapp, way before Het Belang van Limburg and Nieuwsblad. Growth Metro Photo Challenge (Belgium n° 1 in international ranking of number of participations).

**Studio 100 Benelux** / creation, production, distribution of family entertainment

### Brand & Marketing Manager Consumer Products BENELUX

August 2013 - February 2015, SCHELLE

- Responsible for brand positioning and planning of a.o. Ghost Rockers, Bumba, Wickie the Viking, Maya the Bee, Samson & Gert, Kabouter Plop.
- Determine, develop, coordinate effective brand campaigns and marketing & PR campaigns for consumer products (both on and offline).
- Media planning.
- Close cooperation with internal departments: sales, licenses, product development, graphic production etc.
- Analyse consumer behaviour and relevant new developments in marketing and communication.
- Successes: international launches of Maya the Bee and Wickie the Viking, development and integration of content video clips in marketing campaigns,

launching and expanding social media channels Studio 100, coordinating projects in collaboration with Vlerick Business School (Marketing) and KU Leuven (iMinds).

### **Project Manager Marketing & PR audio video multimedia**

June 2009 - July 2013, SCHELLE

- Establish and implement marketing & PR campaigns for CD, DVD and electronic game releases.
- Develop campaign concepts and campaign material.
- Write and edit texts for press releases, brochures, website, radio and television spots, etc.
- Initiating and developing partnerships with external parties.
- Coordination of events (press releases, winners events, internal launch events).
- Successes: More efficient use of budget and time by using inhouse recording facilities for commercial materials such as TV and radio commercials (the facilities, f.e. the recording studio, were only used for creative projects i.e. TV programs, movies,...). This later on developed into a new business model as the recording facilities were commercialised to third parties.  
Starting up marketing & PR campaigns for merchandise and licensing department & developing product cross-overs in communication ( campaign tagons, flyers in products,...)

**Sony Pictures Home Entertainment** / movie distribution on DVD and Blu-ray

### **Product Manager new release BENELUX**

February 2005 - May 2009, EVERE

- Development, coordination & implementation of marketing and communication plans (general strategy, product look, POS material, media campaigns and creations, joint promotions, trade promotions and PR) for new releases on DVD and Blu-ray in cooperation with Trade and Sales colleagues.
- Implementation and follow-up in collaboration with 2 junior PMs.
- Successes: release of "The Big 3": The Da Vinci Code, Casino Royale (James Bond) and Spider-Man 3.  
Setting up combinable, modular POS packages in function of sizes of retail stores and average budgets which resulted in a more efficient development flow: no overstock, on time delivery, happy suppliers.

**VVL BBDO**/ full service advertising agency

### **Account Manager**

March 2003 - February 2005, BRUSSELS

Final responsibility on daily operation of the client portfolio + people management (daily coaching of two-strong team).

**Client portfolio:** Masterfoods Snackfood, Carlsberg, Persil, Pepsi, Donna, BASE, Passendale, Gillette / Duracell / Oral B  
Persil "talking babies" campaign, Radio Donna rebranding campaign, M&M's @ the movies campaign, Launch Gillette Venus campaign, Carlsberg "male imagination" campaign & Euro 2004 campaign,...

### **Account Executive**

February 2000 - February 2003, BRUSSELS

Responsible for daily operation of the client portfolio.

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

**SPACE /** media agency

**Media Planner jr**

September 1998 - January 2000, OUDERGEM

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

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**Education/  
Certifications**

**KU LEUVEN /** Political & Social Sciences: Communication

October 1994 - June 1998, CUM LAUDE

2023: A.I. in action – prompts & images (BMMA)

2023 : chatGPT & Midjourney (Ai Ai Agency)

2017: Writing for web, SEO, newsletters, Social media (Jana Wuyts)

2014: Digital Masterclass (Studio 100 in collaboration with Steven Van Belleghem)

2013: Brand Management & Communication (Vlerick)

2012: Conversation Management (Vlerick)

2009-2012: Mental Coach (Syntra Vlaanderen)

2003-2005: BBDO University

07/'92-01/'93: exchange student AFS vzw (Australia)

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**Languages**

Dutch: native language

English: fluent, spoken and written (exchange student Australia)

French: good to fluent, spoken and written

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**Hobbies**

Sports (tough/fast - soft/slow), hiking - domestic and abroad, aspiring ukulele player, dummy vegetable gardener, movies in theatres, licensed massage therapist, impressions addict (food, books, music, travel).