

# KRISTIEN BRUYNINCKX

Freelance Communication Expert (advertising, marketing) & AI Translator

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I am a driven, creative generalist with over 20 years of 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

Leading and motivating multidisciplinary teams, providing coaching and evaluations. Easily connecting with diverse profiles (creative, commercial, academic,...), from junior to specialised talent.

### PERSONAL

#### Empathetic & People-Oriented

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

#### 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** at vast range of companies and brands: TBWA, Havas, VVL BBDO, Sony Pictures, Studio 100, Metro, Defensie, Luminus, Beobank, 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, banking sector
- Advertising agencies, media, publishing

## LANGUAGES

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

## EDUCATION

**Master in Political & Social Sciences, Communication (cum laude)**

1998 KU Leuven

**Brand Management & Communication**

2013 Vlerick

**Various AI programs, courses, workshops**

2023- 2025 BMMA, UCLL,...

**Exchange Student Australia**

1992 AFS vzw

# RELEVANT EXPERIENCE

## ROLES

## KEY RESPONSABILITIES & RESULTS

### AI Translator

Freelance - Poke The Lion (owner)

#### Key trainings

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

01.2025 – 02.2025  
2 months

#### Key focus

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

### 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).

09.2024 – 12.2024  
4 months

#### 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.

### 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.

01.2024 - 06.2024  
6 months

#### 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.

### Division Director Hotel Hungaria

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

#### Key responsibilities

- Overview **department portfolio:** BOIC, VTM, BNP Paribas Fortis, Tessengerlo 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.

04.2023 - 12.2023  
9 months

#### Key results

- **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.

09.2022 - 03.2023  
7 months

#### Key results

- **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

# RELEVANT EXPERIENCE

## ROLES

## KEY RESPONSABILITIES & RESULTS

### 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.

01.2022 - 07.2022

7 months

#### Key results Nutella

- 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

### Head of Marketing

Headlime

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

06.2018 - 07.2019

+1 years

- 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.

### 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 3<sup>rd</sup> party & media partnerships with SBS, Mediahuis, VRT.
- Close cooperation with sales team, editors, production & distribution, graphics department.

#### Key results

03.2015 - 06.2018

+3 years

- 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).

# RELEVANT EXPERIENCE

## ROLES

## KEY RESPONSABILITIES & RESULTS

**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

08.2013 - 02.2015  
1,5 years

- 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)

**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

06.2009 - 07.2013  
+4 years

- **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,...)

**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

02.2005 - 05.2009  
+4 years

- **Release of "The Big 3"**: The Da Vinci Code, Casino Royale & Spider-Man 3.
- Setting up combinable, **modular POS packages** in function of size of retail stores and average budgets which resulted in a **more efficient development flow**: no overstock, on time delivery, happy suppliers.

**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

03.2003 - 02.2005  
2 years

- 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

# RELEVANT EXPERIENCE

## ROLES

## KEY RESPONSABILITIES & RESULTS

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**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

02.2000 - 02.2003  
3 years

**Key results**

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

Employee - Media Agency

**Key responsibilities**

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

09.1998 - 01.2000  
+1 years

**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.
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