

# Ilse Himschoot

## freelance digital marketing consultant

### Education & trainings

**Radio / Kunstacademie** Lede

Sinds september 2019

**Literaire creatie/creatief schrijven / Kunstacademie** Lede

Sinds september 2018

**Digital storytelling / Cultuurconnect** Gent

Van maart 2018 tot juni 2018

**Woordkunst - Drama / Academie voor podiumkunsten Lede-Wetteren-Erpe** Lede

Van september 2017 tot juni 2019

Met grote onderscheiding

**Podcasting / Wisper** Gent

Van januari 2019 tot mei 2019

**HTML5 / Kisp** Oostakker

Van september 2015 tot mei 2016

**Marketing / Odisee** Aalst

Van september 2014 tot juni 2018

**Brand Management & Marketing Communication / Vlerick Business School** Gent

Van april 2011 tot mei 2011

**Kleuteronderwijs / Vives** Tielt

Van september 2007 tot juni 2009

**Office management - business & languages / Hogeschool Gent** Aalst

Van september 1998 tot juni 2001

### Experience

**Freelance digital marketing consultant / Victorious Marketing** Divers

Sinds augustus 2013

Online marketing consultancy for companies like:  
Gamma (3 months 2 days a week - via The Reference)  
Niko (1 year fulltime - via The Reference)  
bpost (6 months fulltime - via The Reference)  
Dela (via The Reference)  
PostNL (via The Reference)  
Sony Music Belgium (6 months fulltime - direct)  
Kom op Tegen kanker (via The Reference)  
MyWay (via The Reference)  
Barilla (via The Reference)  
Maserati Benelux (via The Reference)  
Onafhankelijk Ziekenfonds (OZ) (via The Reference)  
Zelfbouwmarkt (direct)  
Audi (direct)  
Doen (direct)  
LingerieOutlet (direct)  
Vlaams Neutraal Ziekenfonds (direct)  
Easyfairs (Sept-2018- Sept 2019 - via The Reference)  
Unifiedpost (Sept 2019 - March 2020 - via The Reference)

✉ ilse.himschoot@telenet.be

📍 Hoekstraat 53a, 9260 Schellebelle

📅 Geboren op 15/05/1980

🇧🇪 Belgisch

📄 Rijbewijs B

☎ +32 486 23 40 69

### Talen

**Frans**



**Spaans**



**Engels**



Beschrijf uw niveau

### Troeven

**Communicative**



**Hands-on mentality**



**Creative**



**Very social**



### Hobbies

**Reading**

**Theater/Drama**

**Writing**

**Podcasting**

**Radio-making**

in @Ilsehimschoot

## Werkervaringen

### Online marketeer / Partena Ziekenfonds Gent

Van februari 2005 tot maart 2010

Online marketing coordination, SEO, Google Analytics and Adwords social media strategy and implementation and advice, advice on and implementation of online marketing campaigns, emailmarketing...

### Online Marketing Manager / Zelfbouwmarkt Ninove

Van maart 2013 tot augustus 2013

### Senior Online Marketeer / Vlerick Business School Gent

Van maart 2010 tot maart 2013

Online marketing coordination, SEO, Google Analytics and Adwords for MBA en Masters office, social media strategy and implementation and advice, advice on and implementation of online marketing campaigns

### Para-legal / MeesPierson Intertrust Brussel

Van augustus 2002 tot januari 2005

Contract Management:

manage routing of contracts in line with the company's approval policy;  
assist in drafting and/or reviewing a wide variety of contracts and documents;  
maintain legal archive files/e-files in line with company policy.

Corporate Housekeeping:

monitor all legal entities and ensure compliance with filing, reporting, and other statutory requirements  
develop and maintain entity management database;  
carry out legal formalities in the various jurisdictions.

Legal administration support:

prepare basic legal operations documents (notices of termination, powers of attorney...);  
carry out research on specific legal topics as required;  
manage legal documentation, subscriptions and outside counsel

### Commercieel adviseur / BNP Paribas Fortis Aalst

Van februari 2002 tot augustus 2002

## Tools & Skills

### Adobe



Photoshop, Audition, Premiere elements

### SEO



MOZ, Seopress, Keywordtool.io, semrush...

### Social media + advertising



Facebook, Instagram, LinkedIn, Twitter, Pinterest, Spotify...

### Facebook Advertising



### CMS-systemen



Sitecore, Drupal, Wordpress, Squarespace, Hybris, Fork

### Google



Google Analytics, Google Adwords, Google website optimizer, Google Tag Manager...

### Google Adwords

