

Pieter Vantiegghem

Freelance Marketing & Communication
Strategy | Digital | Branding | Change



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Why me?

Dedication & Commitment

With my unwavering dedication and commitment to delivering high-quality results, I help you achieve your goals.

Challenger & Inspirer

By embracing a culture of creativity and innovation, I challenge and inspire management and teams to think differently and connect with clients in a more meaningful way.

Surprising Creative Angles

Thanks to my creativity, I am able to simplify the development and deployment of (online) experiences by finding innovative solutions that are both user-friendly and visually appealing.

Deep Customer Empathy

My love for product and marketing stems from an underlying desire to know what makes a customer tick. Through conducting discovery and research, I'm always looking for that answer to do right for them.

With 20 years of experience in successfully delivering projects in various industries, I have specialised in simplifying and improving (online) experiences and internal processes through digitalisation, communication, coaching and training.

Skills

Strategy	●●●●●	Graphic Design	●●●●●
Digital Marketing	●●●●●	Copywriting	●●●●●
Event Marketing	●●●●●	HTML, CSS	●●●●●
Email Marketing	●●●●●	Adobe Creative Cloud	●●●●●
CRM & Marketing Automation	●●●●●	Front & Back End Development	●●●●●

Experience

11/2023 – 02/2024

Freelance Marketing Consultant

ALD Automotive, Brussels

- Managed marketing projects for white labels such as Polester, Ford, BYD, Volvo, Lotus, ...
- Organised a Factory visit for 50 participants with overnight stay in Cologne, Germany.

03/2022 – Current

Hands-On Freelancer & Consultant

Various Industries – Independents & SME, Belgium

- Coaching clients and advising them on strategy, communication and digitalisation.
- Logo creation and development of brand identity and guidelines.
- Web development and SEO copywriting in multiple languages.
- Execution of campaigns.
- Designing creative designs for POS and stationery.
- Developing (event) concepts (creation and communication strategy).
- Building social media strategies and helping with content planning, templates and maximising new or current accounts.

04/2020 – Current

Co-Founder & Art Director

Wine Detectives, Cape Town

- Designed brand identity by creating company logo and identity.
- Developed e-commerce website in html and WordPress.
- Rolled-out B2B email marketing campaigns to partner up with wine farms.
- Managed social media advertising campaigns, resulting in 15% online sales increase.

05/2019 – 02/2020

Freelance Marketing Consultant

Auto Natie Group, Antwerpen

- Coached group's junior marketing coordinator in digital marketing, web and email copywriting, analytics and managing budgets.
- Managed marketing budget to develop and execute marketing strategies.
- Initiated and coordinated pitch to select new agency.
- Launched successful tactical digital marketing campaigns that achieved goals for increased website traffic (+12%) and store visits.
- Revamped 14 Google My Business listings, resulted in 8% more direct calls for service appointments.
- Designed look & feel and rolled-out communication plan for product launches, events and workshops.
- Developed and coordinated omnichannel marketing campaigns for 5 car brands.
- Recruited and guided new Marketing & Communication Manager.

01/2017- 04/2019

Retail Marketing Consultant

D'Ieteren Automotive, Kortenberg – Via The House of Marketing

- Performed an audit of retail marketing services and tools used by local marketing managers.
- Conducted in-depth interviews with both national, local and external stakeholders.
- Presented improvements, recommendations and rollout strategy to senior management to maximize the effectiveness of marketing resources and tools and strengthen the relationship between local marketing managers and the importer's brand teams.
- Served as a project driver and resource for the implementation of new marketing applications for local managers.
- Developed and implemented comprehensive marketing training programme to increase local productivity and satisfaction.
- Organised and hosted four marketing clubs per year to inform local marketing managers about future campaigns, enable them to participate in the developments of national digital projects and train them to improve their skills.
- Received a customer satisfaction score of 82% from local marketing managers after implementing recommended improvements and new applications.

09/2014- 08/2015

International Group Head of Digital

Aspria Group, Brussels – London – Berlin – Milan

- Wrote umbrella strategy, processes and plan of action to harmonise and digitise departments across 8 clubs and 3 hotels in 3 countries.
- Managed cross department digital projects from concept to completion.
- Led projects to redesign website, maximise user experience and site functionalities to increase engagement and sales.
- Coordinated international teams of 7 design and implementation professionals to manage all project objectives.
- Supervised multi-functional teams of 10+ technology professionals, coders, agencies and support experts.
- Developed and implemented short- and long-term internal and external communication plans to establish consistent and timely messaging.
- Inspired and coached board of directors and trained 100+ company team members.

10/2009- 08/2014

Digital Communications Manager

Aspria Group, Brussels – London – Berlin – Milan

- Redesigned and optimised email campaigns to increase open and click-through rates.
- Restructured landing pages with clear call-to actions that doubled incoming online leads.
- Tracked, analysed and reported data on digital marketing campaign performance.
- Collaborated with sales team members and management to identify growth opportunities.
- Reviewed SEO performance, resulting in page speed improvement of 70%.
- Appointed freelance SEA expert to manage Google Analytics and AdWords account, increased customer acquisitions by 20% and decreased cost per acquisition by 50%.

Courses

Ongoing	Keep up with (digital) marketing & communication developments and trends. <i>Blogs</i>
Ongoing	Adobe Creative Cloud - Web Development <i>YouTube - Online Tutorials</i>
2015	Personal Development <i>The Art of Management – Gent</i>
2014	German Language Course (One-to-One) <i>Berlitz - At Work (Aspria) - Refresher course</i>

Education

Bachelor: Business Management, Advertising & Event Management

Karel De Grote Hogeschool – Antwerpen

- Awarded Event Organisation of the Year
- Awarded Best Market Research Project

Software

Adobe Creative Cloud



Mailchimp



WordPress



Squarespace, Wix, CMS, ...



Languages

Dutch



French



English



German

