



# BART SCHRAM

## PERSONALIA

📍 Ferdinand Verbieststraat 71  
2180 Ekeren

📅 11 September 1993

🚗 Driving licence B

## CONTACT

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✉ schram.bart@gmail.com

## LANGUAGES

Dutch

English

French

## INTERESTS

Hiking

Travelling

Watches

Skiing

Festivals and concerts

## WORK EXPERIENCE

### AUTO1 GROUP

#### Medior Ad Performance Manager

November 2020 - Present

Autohero is a platform where individuals can buy used cars. The platform offers a wide range of quality tests, including visual inspection, technical inspection, oil analysis and a number of environmental and safety tests.

#### My responsibilities:

- Creating and managing online ads
- Analysis of product performance
- Stock management
- Automation (Javascript)

### TIMEPIECE BANK

#### Digital Marketer

October 2017 - October 2020

Timepiece Bank is an online retailer of high-end luxury watches.

#### My responsibilities:

- Webmaster: Magento 2.0
- Manage E-Commerce platforms: Chrono24, Ebay, Catawiki, Moyersoen
- Search Engine Optimisation
- Sales Support - Product Photography and Photo Editing
- SEA: Search, Display, Google Shopping, FB Ads
- Email Marketing (copywriting and management): Mailchimp
- Invoicing / entering purchase and sales orders

### IO (formerly iValue.be)

#### Online Marketing Intern

March 2017 - June 2017

IO is an online marketing agency based in Antwerp. Their goal is to help clients grow by writing a strong digital story.

#### My responsibilities:

- Optimising landing pages, implementing redirects
- Email Marketing (copywriting and management): Mailchimp
- Tracking Google Shopping campaigns
- Usability Testing
- Reporting to clients

## TRAINING AND COURSES

### TRAINING

#### MARKETING - Online marketing specialisation

#### Karel de Grote Hogeschool

2013 - 2017

#### MULTIMEDIA AND COMMUNICATION TECHNOLOGY

#### Karel de Grote Hogeschool

2011 - 2013

#### MULTIMEDIA

#### Stedelijk Lyceum Cadix

2009 - 2011

#### ECONOMICS LANGUAGES

#### Koninklijk Atheneum Ekeren

2009 - 2011

### COURSES

#### SQL FUNDAMENTALS

#### Syntra AB

Associated with Auto1 Group

#### PRODUCT- AND STUDIO PHOTOGRAPHY

#### Centrum Avondonderwijs

Associated with Timepiece Bank

#### SEO TRAINING

#### Mark@ing

Associated with Timepiece Bank