



Vincent Marichal



Bachelor and certified in Marketing Management, trilingual (French, English, Dutch) with an international experience and a passion for new technologies, and process and strategy optimization.



21/09/1989



Brussels, Belgium



B driving license



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#### LANGUAGES

French

English

Dutch



#### INTERESTS



Music



Fitness



Trekking



Coffee



Board games



Video games



## Work Experience

### Business Analyst @STIB-MIVB, Belgium

SEP 2018 - Today

Product owner, Board member for the Customer Information division, Project management, Marketing strategy, Process optimization, Risk analysis, KPI, SLA

### Finance & Insuring Expert @Belfius Bank, Belgium

JUN 2014 - AUG 2018

Management of the local Insurance and Daily Banking markets (supervision of 6 employees), Local digital manager, Sales strategy, Retail and business customer portfolio management, Financial analysis

### Inbound Marketeer @PYCTY, Belgium

SEP 2013 - FEB 2014

Project management, SEO, SEA, Lead nurturing (E-mailing, Calls-to-Action, Landing Pages, etc.), Community management, Content management, Events organization, Benchmarking

### Sales Manager @The Walt Disney Company, USA

JAN 2013 - JUL 2013

Management of the largest store of the Epcot park (20.000 customers/day), Registers, floorstock and stockpile management, Display optimization



## Education

### Management @University of California Riverside

JAN 2013 - JUL 2013

Minor in Strategic Marketing, Summa Cum Laude

### Team Management & Strategy Execution @Harvard Business Publishing

JAN 2013 - JUL 2013

### Bachelor's degree in Marketing Management @EPHEC

SEP 2010 - JUL 2013

Minor in Communication, Summa Cum Laude



## Hard skills

Adobe CC (Ps, Ai, In)  
HTML & CSS  
Inbound Marketing  
Microsoft Office  
Project management



## Soft skills

Creativity  
Dynamism  
Organization  
Proactivity  
Teamwork