



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



Canicross



Reading



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