



Tom Knevels

Community & Business Development Manager

INFO

- 25 years old
- Belgium
- +32(0)472 92 33 32
- info@tomknevels.be

LANGUAGES

Dutch

English

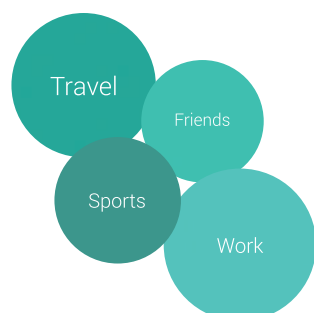
French

German

CERTIFICATES

- Copernica Marketing Software
Fundamental skills
www.copernica.com
- Hamilton Bright
Business oriented & sales skills
www.hamiltonbright.com

RECREATION



PROFESSIONAL EXPERIENCE

February 2015 - Now

Community & Development Manager - MacManiack.com

Developing the Dutch and Flemish market B2B and B2C via SEO, SEA, Facebook, e-mail, affiliate marketing, blogs, print media, direct sales, lead generation, A-B testing, ... Strategic research and planning for approaching the offline market in Flanders. Others: Bol.com, graphic design, basic LinkedIn and Instagram, ... Google Analytics/Adwords, Prestashop, Wordpress, Mailjet, Adobe Creative Cloud, Microsoft Office, TradeTracker, ...

October 2015

Development Manager - Selectodesign.com

Set-up and launch of the new website
Working out new marketing strategies
Google Analytics/Adwords, Prestashop, Adobe Creative Cloud, Microsoft Office, TradeTracker, ...

September 2013 - January 2015

Community Manager - BeCommerce

Managing the communication with webshops, partners and customers via website, newsletters, CRM, SEA, Twitter, LinkedIn, events, print media, ... Most important: newsletters and events
Google Analytics/Adwords, Wordpress, Campaign Monitor, Adobe Creative Cloud, Microsoft Office, ...

September 2013 - January 2015

Marketing Manager - Bivolino.com

Online marketing for an online made to measure shirts company: Facebook, Twitter, Google+, Pinterest, SEO, SEA, newsletters, webdesign, photography, ... Also launching their first mobile application

EDUCATION

2009 - 2013

KHLim & PXL university (Hasselt) - Media, Arts & Design Faculty

Communication & Multimedia Design
3 years Academical Bachelor & 1 year Master (+ 1 year interfaculty Maastricht)

2008 - 2009

Handelsschool Hasselt

Commercial web traffic
7th specialisation year in highschool - discovering new media & the web

2004 - 2008

Don Bosco College Hechtel-Eksel

Commerce
Highschool



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MY WORKS

BeCommerce Events Webdesign & -development

Creating a separate website for each of the 7 yearly events which can be easily modified every time in Wordpress by employees.
events.becommerce.be/BCMS/

Bivolino website Homepage redesign

Redesigning several pages on the website for mobile and desktop. Homepage was most important.
Bivolino.com

Les chalets du lac Marketing

To rent their chalets to Dutch customers, they needed some marketing: SEO, SEA, social media, blogs, ...
Leschaletsdulac.be



Portfolio in progress...

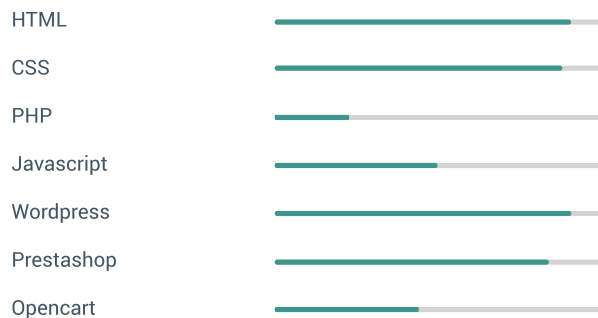


SKILLS

Graphic



Web



Marketing



Social media

