.Afbeelding met schermopname, Graphics, ontwerp

Automatisch gegenereerde beschrijving

**Lore Dessent**

Date of birth: 21/09/1995 **|** Nationality: BE **|** Gender: Female **|**

Belgium

**PROPOSED POSITION: Web Analytics Expert**

Lore Dessent is a data-driven digital marketing professional with 6+ years of experience in web analytics, SEO, and performance optimisation. Currently serving as SEO Expert and Digital Marketer at Randstad Digital Belgium, she specialises in transforming complex datasets into actionable insights that drive measurable business results for high-profile clients including the National Bank of Belgium, Infrabel, and Westtoer.

Her expertise encompasses the full analytics lifecycle: implementing robust tracking frameworks through Google Tag Manager, configuring comprehensive dashboards in Looker Studio and Google Analytics 4, and delivering strategic recommendations that improve user engagement, conversion rates, and ROI. At Clicktrust, she progressed from Digital Performance Analyst to Marketing Executive, where she developed end-to-end marketing measurement strategies and optimised digital campaigns across multiple channels.

Lore combines technical proficiency in analytics tools (GA4, Matomo, Google Search Console, Ahrefs, SEMrush) with strong business acumen, translating complex performance data into clear, actionable insights for cross-functional teams including content creators, developers, and marketing stakeholders.

**WORK EXPERIENCE**



05/2024 - Ongoing; Belgium

**SEO Expert and Digital Marketer** – Randstad Digital Belgium

* **Client: Westtoer** Provided comprehensive web analytics consultancy, implementing advanced tracking solutions through Google Tag Manager configuration and optimising measurement frameworks to improve digital performance insights and user behaviour analysis.
* **Client: Infrabel** Delivered data-driven SEO strategies based on comprehensive performance analysis, conducting keyword research, technical SEO audits, and content performance evaluations. Created actionable recommendations that aligned organic search optimisation with business objectives through measurable KPIs.
* **Client: National Bank of Belgium** Designed and maintained advanced analytics reporting systems, analysing GA4 data to provide strategic insights into website performance, user engagement patterns, and conversion optimisation opportunities. Delivered regular performance dashboards that informed digital strategy decisions.
* **Client: SCK CEN** Developed custom analytics dashboards in Looker Studio, transforming complex GA4 datasets into accessible performance metrics that enabled stakeholders to track campaign effectiveness and make data-backed decisions.
* **Client: ZAS** Integrated multi-platform analytics data (Matomo and Google Search Console) into comprehensive Looker Studio dashboards, providing unified performance insights that improved understanding of user behaviour across digital touchpoints.
* **Client: Agriculture & Sea Fisheries** Built performance measurement frameworks using GA4 data, creating automated reporting systems that tracked key engagement metrics and provided actionable recommendations for improving digital ROI.



03/2022 – 04/2024; Belgium

**Marketing Executive** - Clicktrust

Led digital performance measurement initiatives for B2B marketing campaigns, utilising advanced web analytics to track user behaviour, measure campaign effectiveness, and optimise conversion funnels. Managed comprehensive analytics projects including performance tracking setup, data interpretation, and strategic recommendation development. Coordinated cross-functional teams to implement data-driven improvements across SEO, paid advertising, and marketing automation platforms, consistently aligning digital strategies with measurable business outcomes.



07/2018 – 03/2022; Belgium

**Digital Performance Analyst** - Clicktrust

Specialised in analysing complex digital marketing datasets to identify performance trends and optimisation opportunities. Implemented tracking methodologies across multiple channels, created comprehensive performance dashboards, and provided data-backed recommendations that improved campaign ROI and user engagement. Developed expertise in interpreting user behaviour patterns and translating analytics insights into actionable marketing strategies.

**EDUCATION AND TRAINING**



09/2017 – 04/2018

**Postgraduate Digital Marketing & Communication** – EHSAL Management School

09/2016 – 09/2017

**Master in Business Economics** – KULeuven (University of Leuven)

09/2013 – 06/2016

**Bachelor in Applied Economic Sciences** – KULeuven (University of Leuven)

**LANGUAGE SKILLS**



|  | UNDERSTANDING | | SPEAKING | | WRITING |
| --- | --- | --- | --- | --- | --- |
|  | Listening | Reading | Spoken production | Spoken interaction |  |
| **Dutch** | C2 | C2 | C2 | C2 | C2 | |
| **English** | C1 | C1 | C1 | C1 | C1 | |
| **French** | A2 | A2 | A2 | A2 | A2 | |

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

**DIGITAL SKILLS**



**SEO, keyword research, on-page SEO, technical SEO, content audits, web analytics, SEO audit tools, dashboarding, marketing automation, online advertising, Google Search Console, Google Analytics, Google Tag Manager, Google Looker Studio, Piwik Pro, Matomo, Funnel.io, Ahrefs, SEMrush, Screaming Frog, WordPress, Drupal, LinkedIn Campaign Manager, ActiveCampaign, Zapier, Google Ads, Google Workspace, Meta Ads Manager**.

**COMMUNICATION AND ORGANISATIONAL SKILLS**



**Communication skills**



* Team Collaboration: Highlighted by the ability to "Works smoothly with content teams, developers and marketers."
* Client Advisory & Strategy Recommendation: Proven by providing "Web analytics advice" and "Recommending strategies for improving rankings".
* Reporting & Insight Presentation: Implied by "Preparing and analyzing reports and dashboards to gain insight into website performance, user behavior and conversions".

**Organisational skills**



* Process Management: Demonstrated by "Experience in setting up and managing SEO processes from A to Z".
* Data Management & Reporting: Evident through "Preparing and analyzing reports and dashboards to gain insight into website performance" and "Configure dashboards in Looker Studio".
* Planning & Coordination: Shown by "marketing planning & coordination" in previous roles.

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