

# Hélène David

BUSINESS MANAGEMENT AND MARKETING STUDENT

## Contact

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- Leuven, Belgium
- LinkedIn
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## Languages

FRENCH	Native
ENGLISH	Full Professional
GERMAN	Limited Working
DUTCH	Limited Working

## Skills

- Adobe Illustrator
- Adobe Photoshop
- Graphic Design
- Social Media Management
- Content Creation
- Digital Marketing
- Brand Strategy
- Event Planning
- SEO Fundamentals

## Certifications

- LinkedIn Marketing Strategy
- Graphic Design Essentials
- Inbound Sales
- LinkedIn Content & Creative Design
- SEO Essentials with Semrush

## Interests

- Design
- Photography
- Travel
- Reading
- Music
- Cooking

## Education

Sep 2024 – Jul 2027

**Bachelor of Applied Science (BASc), International Business**  
UC Leuven-Limburg

Feb 2024 – Jun 2024

**Bachelor of Science (BS), Biomedical Sciences**  
ULB (Université Libre de Bruxelles)

Sep 2023 – Jan 2024

**Bachelor of Arts (BA), Political Science**  
ULB (Université Libre de Bruxelles)

Sep 2009 – Jul 2023

**European Baccalaureate**  
European School of Luxembourg 1

## Experience

Sep 2025 – Present

**Head of Social Media**  
Insignia — UCLL International Student Association — Leuven, Belgium

- Oversee a small team to manage Insignia's online presence and create engaging digital content across multiple platforms.
- Develop content strategy and coordinate visual branding for events and campaigns.

Sep 2024 – Sep 2025

**Member**  
Helped plan and coordinate student-focused events as part of UCLL's international student organisation.

Nov 2024 – Present

**Co-Founder**  
Pulse Watch Co. — Leuven, Belgium

- Co-founded a modern watchmaking brand combining timeless craftsmanship with contemporary design.
- Handle brand identity, visual design, and marketing strategy for the launch phase.