

Thomas De Rouck

Operations Manager

Tel: +2250701768724 [Linkedin.com/in/thomas-de-rouck](https://www.linkedin.com/in/thomas-de-rouck) Email: thomasderouck@hotmail.com

I offer more than 10 years experience with project, team management and business development at an international level. Proven track of record in consistently and committedly delivering the services which enhance the company's profitability and credibility. Experience working for blockchain/hardware/software/ecommerce/online betting/FinTech businesses in Europe, Africa and Asia.

Work Experience

Marketing Manager

GatewayFM

Mar 2022 - Current, remote position

- ⇒ Partnered with BusinesDev & Product Managers to become industry expert.
- ⇒ Responsible for the sourcing and onboarding of blockchain-based companies onto our RPC node provider platform.
- ⇒ Leverage customer insights, customer journey information and the technical complexity of Gateway infrastructure to create personalized content across social media channels.

Operations Manager

Opera Software

Mar 2019 to Mar 2022- Abidjan, Ivory Coast

- ⇒ In charge of for the opening of Opera News office in Abidjan and launch of operations in Feb 2019 (hired, trained, onboarded over 50 employees).
- ⇒ Managing day-to-day operations, supervising a team of 30 staff in the area of content writing, content management.
- ⇒ Managing team of 15 employees in charge of training AI model for the Opera News app.
- ⇒ Development of partnerships with actors of the local media industry (West Africa sub region).

Content Operations Team Leader

Opera Software

Nov 2017 – Mar 2019 - Beijing, PR China & Nairobi, Kenya

- ⇒ Started as part-time editor for the launch of the news aggregator application Opera News. Tasks included: analyze of target markets, translations and content localization, creation of news sources list for app launch, curate news feed, send push notifications.
- ⇒ Management of content editor staff for KE/TZ markets & African francophone markets. Daily active users grew from 0 to 2 million users during the first year.

Marketing Strategist

SmartMesh Foundation Pte. Ltd.

Nov 2017/Mar 2019 - Beijing, PR China

- ⇒ Organized and optimized the general operations of the teams supporting the development and release of the technology before the ICO.
- ⇒ Conducted research related to the Blockchain/crypto market and community, develop and oversee advertising and marketing content.
- ⇒ Managed social media channels: Telegram, Twitter, Facebook.

Sports Content Marketer

Betway Sports

Jan 2016/Aug 2017 Cape Town, South Africa

- ⇒ In charge and successfully increased the traffic of customers onto the French/Canadian website through publishing of sports content tailored to markets. Pushing the Betway offer through marketing campaigns (special offers, sending of SMS, push notifications and emails).

Customer Service and Online Marketing Assistant

SkatePro ApS

Feb 2015/Dec 2015 Aarhus, Denmark

- ⇒ Content localization to French market (market condition analysis, competition analysis, website translation). Customer support by email and phone.
- ⇒ Management of search and shopping campaigns in Ad Words - optimization of multimedia content for SEO and PLA- analyze of campaigns results and market profitability- assistance in the formulation of the department strategy.

Complaint Resolution Advocate

Lenovo

Nov 2013/ Jan 2015 Bratislava, Slovak Republic.

- ⇒ Review hardware issues, analyze data, define action plan, engage resources and offer appropriate solutions to restore customer satisfaction.
- ⇒ Implementation of preventive procedures and reporting/escalation of point of customer dissatisfaction to the respective areas of the Lenovo organization.

Disbursement Account Analyst

IBM

May 2012/ Oct 2013: at Bratislava, Slovak Republic.

- ⇒ Reception of disbursement claims from IBM Business partners, check of eligibility through calculation analysis and credit note generation.
- ⇒ Responsible for transition of Price Protection new process from IBM center in Scotland to the ISC Bratislava

