

Ilse Michiels

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Profile

I am an ambitious and creative young woman who travels around Belgium, the Netherlands and further in search for captivating opportunities. Challenging projects and assignments have already been mine, giving me the chance to grow, to take initiative, to show my colors and to meet fascinating people and experts. I like both the creation of a well thought-out strategy as the implementation of it. I am always looking to develop myself further as a marketing & communication expert and to add value to every job I practice. Marketing, communication, retail & etail, campaign & project management, brand management, creativity, inspiration, tourism & leisure, imagineering... these are all keywords for my ambitions, my profile and my qualities.

Experience

Retail Campaign Manager Belgium, bol.com, Utrecht (NL), 2014-now

For the leading e-tailer in the Dutch & Flemish marketing, my job contains management, alignment Belgium in retail campaigns & promotions, projectmanagement holiday season, campaigns & promotions improvement projects, coordination marketing + promotion collaboration with Albert Heijn Belgium. www.bol.com

Project Manager Belgium, trnd Benelux, Amsterdam (NL), 2013-2014

trnd, leading word-of-mouth marketing company for clients such as Procter&Gamble, Unilever, L'Oréal Paris, Nestlé etc. As project manager I managed projects for the Belgian market. www.trnd.nl.

Marketing & Communication Volunteer, Stichting Job en Lot, Amersfoort (NL), 2012

'Stichting Job en Lot' aims to help people suffering from a depression by means of running therapy. I helped with the marketing & communications for this new foundation. www.stichtingjobenlot.nl

Assistant Club Manager, Health Club Fit2Move, Amersfoort (NL), 2011-2013

Fit2Move is an independent Sports and Health Club. I helped with general & operational management and was responsible for marketing, communication, events & group-fitness coordination. www.fit2move.nl, www.vathorstrun.nl, www.fit2moverunning.nl.

Freelance Marketing Adviser, Belgium & the Netherlands, 2011-now

Some tourism companies with whom I got in touch with during my time with RECRON, invited me to advise them on creating a strategic and operational marketing plan. www.ilsemichiels.be

Project manager 'Gastvrij Nederland', RECRON, Driebergen (NL), 2007-2010

In 2010, RECRON ordered for a large qualitative and quantitative research to be done, questioning what Dutch consumers look for in their holiday and leisure spendings. I took care of the funding and reporting of this research as well of the management of the project that followed this research. With this project we helped the Dutch tourism and leisure industry with better addressing the Dutch consumers regarding their holiday and leisure spendings. www.gastvrijnederland.net, www.recron.nl.

Freelance Sport Instructor & Presenter, Belgium en the Netherlands, 2004-now

In my spare time, I teach many group-fitness classes like Bodyshape, Step-aerobics and many dance classes. I have worked for many sport clubs in Belgium and the Netherlands. November 2012, I won the 'Presenter Prize' and January 2013, I won 'AALO Rookie'.

Education

Marketing Management, Ehsal, Brussels, 2002-2006

Leisure Management, Bachelor, NHTV, Breda, 2006-2007

Digital Communication, Executive, Solvay, 2016

Languages

Dutch (native tongue), English (fluent), French (fluent), Spanish (good), Norwegian (basic), German (understanding).

Skills

Marketing strategy, Communication strategy, Project Management, Retail Management, Campaign Management, Entrepreneurship, Operations Management

Publications

De Recreantenatlas - 2007 - RECRON - The Smart Agent Company - Ilse Michiels ·

Authors: Ilse Michiels - <http://www.recroninnovatiecampagne.nl/nl/informatie/onderzoek-dagrecreatie/gastvrij-nederland-model>

References

Padmini Kruitwagen, Landscape Anthropologist, we worked together for RECRON and 'Buitengoed De Panoven', +31 614 266650, padminikruitwagen@gmail.com

Fred Maussen, Strategic Marketing Consultant and Coach with NIMA, +31 624 892330, a.maussen@quicknet.nl.

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