

ABOUT ME

I am a test driven & tech-savy digital growth marketer with a hands on knowledge of various digital growth channels.

I have experience with both large international and local companies. And I know what it means to drive a team forward towards a common goal.

JENOFF VAN HULLE

Experiment Driven Digital
Growth Marketer

EXPERIENCE

2016 - now **DIGITAL GROWTH MARKETING
MANAGER
FREELANCE**

- SEA campaign management;
- Social advertising;
- Search engine optimization;
- Web development & maintenance.

2017 - now **HEAD OF DIGITAL
DEXVILLE**

- Managing team of 12 online marketing consultants;
- Member of management team;
- Developing and monitoring digital strategies;
- Business development.

2016 - 2017 **SENIOR DIGITAL MARKETER
EMAKINA / THE REFERENCE**

- Developing and monitoring digital strategies;
- Business development;
- SEO, SEA, display and affiliate campaign management;
- Google Analytics and CRO project management;
- Coaching junior online marketers.

2014 - 2016 **HEAD OF SEARCH
GROUPM / MINDSHARE, WAVEMAKER
& MAXUS**

- Managing team of 7 search engine marketing consultants;
- Member of management team;
- Developing and monitoring search performance strategies for local, national and international clients;
- Internal and external business development;
- Building search center of excellence.

2013 - 2014 **HEAD OF SEO
GROUPM / MINDSHARE, WAVEMAKER
& MAXUS**

- Managing team of 3 SEO experts;
- Developing and monitoring SEO strategies for local, national and international companies;
- Internal and external business development;
- Building SEO center of excellence.

2011 - 2013 SEO CONSULTANT
GROUPM / MINDSHARE, WAVEMAKER & MAXUS

- SEO consultancy to local, national and international clients;
- Technical optimizations such as redirects, meta tag creation, SEO friendly site architecture;
- Keyword research and link building;
- WordPress development & maintenance;
- Internal & external SEO training;
- Managing technical projects throughout development life-cycle;
- Creating SEO audits used by developers.

2004 - 2011 MEMBER OF STAFF
HUIS VAN DE MENS

- Editor bi-monthly magazine;
- Project management new website;
- Webmaster;
- Developing internal and external communication strategy;
- Writing press releases & opinions;
- Research.

EDUCATION

THOMAS MORE - MECHELEN
2011 - 2012 | Postgraduate International Research Journalism

KULEUVEN - LEUVEN
2001-2003 | Master International Relations And Conflict Manage

GHENT UNIVERSITY - GHENT
1997-2001 | Master Philosophy

CONTACT

+32 478 22 04 85
hello@jenoffvanhulle.com
<https://jenoffvanhulle.com>
Frans Erlingerstraat 20
2100 Antwerp

SKILLS

SEO	● ● ● ● ●
Google Adwords	● ● ● ● ●
Bing Advertising	● ● ● ● ●
Display Advertising	● ● ● ● ○
Google Analytics	● ● ● ● ○
YouTube Advertising	● ● ● ● ○
Digital Strategy	● ● ● ● ○
Team Management	● ● ● ● ●
Google Tag Manager	● ● ● ● ●
Email Marketing	● ● ● ● ●
Google Data Studio	● ● ● ● ●
Conversion Rate Optimization	● ● ● ● ●
Project/Account Management	● ● ● ● ●
Marketing Automation	● ● ● ● ●
Wordpress	● ● ● ● ●
Craft CMS	● ● ● ● ●

LANGUAGES

Dutch	● ● ● ● ●
French	● ● ● ● ●
English	● ● ● ● ●

CERTIFICATIONS

- Growth Hacking - Growth Tribe
- Landing page optimization - CXL Institute
- User-Centric Marketing - CXL Institute
- Google Ads Display Certification
- Google Ads Search Certification
- Google Ads Measurement Certification
- Google Ads Video Certification
- Shopping ads Certification
- Learn PHP - Codecademy