



COMMUNICATION



CONTACT INFO

- +32 (0)476 94 54 06
- julie@c-communication.be
- www.c-communication.be
- Kleinewinkellaan 71
B1853 Strombeek-Bever

CORE SKILLS

- Market analysis
- Brand Management
- Communication concept
- Press Relations
- Team management
- Internal communication
- Budgetisation
- Event organization
- End-to-end coordination

LANGUAGES

- French : Native
- Dutch : Fluent
- English : Fluent
- German : Basic

LINKEDIN



JULIE LIMBOS

Freelance Communication, Marketing & Project Manager

Personal Profile

My mission: to identify and connect the strong points of your business and to turn them into a cohesive communication strategy.

Career Summary

- FREELANCE COMMUNICATION, MARKETING & PROJECT MANAGER**
C! Agency, founder Jan 2020 – present
- PROJECT & COMMUNICATION MANAGER**
Hello Bank! Sept - Dec 2019
- COMMUNICATION & EVENT MANAGER**
Golden Palace Casino & Sports Mar 2011 - Sept 2019
- EVENT MANAGER**
Marivaux Hotel & Congress Center Mar 2008 – Mar 2011

For a better overview, please consult my LinkedIn profile:
www.linkedin.com/in/julie-limbos-c-communication

Academic

INSTITUT EUROPÉEN CHARLES PÉGUY
Bachelor Diploma

UBA
Trainings, coachings and masterclasses on MarCom topics

MAISON DE LA FRANCITÉ
Masterclasses in writing

UNIVERSITEIT ANTWERPEN
Speaker

UNIVERSITÉ LIBRE DE BRUXELLES
Reader

January 2020 to present

Freelance Communication, Marketing & Project Manager

Major projects include:

- **PointCarré** : creation of a press strategy for this rapidly expanding brand and its new web shop, identifying communication opportunities and establishing relationships with the Belgian and French press.
- **Dickson Constant** : Press Officer Benelux, an international company active in the field of professional floor coverings and awning fabrics. Creation of adapted content, search for partnerships and optimization of visibility on the 3 territories.
- **Leonidas** (Sep - 2021– August 2023) : Brand Manager then Trade Marketing Manager for Leonidas: media buying and press and creative strategy for both the ATL and BTL before managing an active international team to prepare targeted marketing strategies and appropriate actions and promotions.
- **Les Petits Riens - Spullenhulp** (March - end August 2021) : Takeover of a transversal communication department. Creation of dedicated tools (intranet, social networks, newsletters, newspapers, videos, etc.). Regular contact with various internal stakeholders: management, syndicates, and lawyers. Content writing, reporting and creation of axes within the company's strategic framework.
- **BNP Paribas Fortis** (Oct - end March 2021) : Team leader of the copywriters involved in the content migration of BNP Paribas Fortis' largest touch point. Organisation of the teams, process managers, coordination with the different squads involved. Management, process, strategy and copywriting work.
- **Luminus** (Feb - end July 2020) : taking care of all advertising needs as manager and central point of contact, from above the line and below the line media buying, optimization and planning to the coordination with creative agencies and taking care of campaigns from A to Z, from their conception to their execution.
Launch of the Lumiwind cooperative: media and communication project management.

...and many more collaborations with Belgian and international artists and enterprises of various types and sizes, including but not limited to coachings, copywriting and communication support.

September to December 2019

Communication & Marketing Consultant

INTERVENTION

- Management of communication projects, covering all aspects of communication:
 - Client communications such as campaigns, newsletters, ...
 - Go-to-markets,
 - Content marketing.
- Internally, mainly working together with the transversal product owner and communication team.
- Externally, briefing agencies for copy, visuals.
- Translate the defined product strategy into a content strategy and plan.
- Define the KPI's of Hello bank! communication campaigns, and ensure the necessary monitoring and evaluation.

March 2011 to September 2019

Communication & Event Manager

CONTEXT OF THE MISSION

As Communication & Marketing Manager my priorities were to build and develop the strongest and most legitimate brand possible in a 360° environment. This responsibility covered multiple aspects and leverage actions such as:

INTERVENTION

- KPI definition and quarterly monitoring,
- Overseeing the annual communications budget and ensuring its use is fully maximized,
- Collating and analyzing current communications and messages and ensuring consistency,
- Media planning and buying,
- Developing relationships with key media,
- Developing a clear and strong brand and guidelines,
- Copywriting (content, newsletters, press releases or speeches, etc.) in line with the final target,
- Building and maintaining press relations, writing press releases, maximizing opportunities for positive PR,
- Managing social media (copy and ads),
- Creative agency briefing for the annual national campaigns,
- Development of sponsorships, mainly focused on sports and finding out the best activation methods on site,
- Development of "out of the box" projects with the leading Belgian media channels to ensure targets are met in the POS,
- Development of charitable activities,
- Event organization from A to Z (1 to 2000 pax),
- Looking for new communication opportunities and development,
- Business development and project management.

March 2008 to March 2011

Event Manager

INTERVENTION

- Plan events from start to finish according to requirements, target audience and objectives,
- Come up with suggestions to enhance the event's success,
- Prepare budgets and ensure adherence,
- Source and negotiate with vendors and suppliers,
- Be in charge of hiring personnel (DJs, waiters, etc.),
- Coordinate all operations,
- Lead promotional activities for the event,
- Supervise all staff (event coordinators, caterers, etc.),
- Approve all aspects before the day of the event,
- Ensure the event is completed smoothly and step up to resolve any problems that might occur,
- Analyze the event's success and prepare reports,
- Team management.