

JULIE LIMBOS

Communication Consultant
Project Manager



COMMUNICATION

CONTACT INFO

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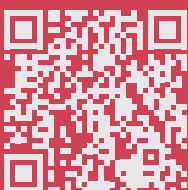
CORE SKILLS

- Market analysis
- Strategy development
- Communication concept
- Budgetisation
- Under and above the line media buying and planning
- Digital marketing
- POS visibility
- Go to market
- Event and teambuilding organization
- PR
- Suppliers relationship management
- Team coordination and management
- End to end coordination
- Business development

LANGUAGES

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

LINKEDIN



Personal Profile

I support clients increasing their customer base and market shares via targeted coherent and integrated communication strategy.

Career Summary

FREELANCE COMMUNICATION & PROJECT MANAGER

C! Communication, Self-employed Jan 2020 – present

PROJECT & COMMUNICATION MANAGER

Hello Bank (via Acensi) Sept - Dec 2019

COMMUNICATION & EVENT MANAGER

Golden Palace Casino & Sports Mar 2011 - Sept 2019

EVENT MANAGER

Marivaux Hotel & Congress Center Mar 2008 – Mar 2011

ADMINISTRATIVE ASSISTANT

Etreac Agency Aug 2007 – Mar 2008

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

Academic Background

UBA

2008 – 2011

Trainings, coachings and masterclasses on MarCom topics

MAISON DE LA FRANCITÉ

2016-2018 Masterclasses in writing

INSTITUT EUROPÉEN CHARLES PÉGUY :

Bachelor Diploma | 2004 - 2007

Event management

President of the Students

Awarded, together with my co-students, by VisitBrussels

Hello Bank! (ACENSI)

Golden Palace Casino & Sports

September 2019 to December 2019

Communication & Marketing Consultant

INTERVENTION

- Management of communication projects, cover all aspects of communication:
 - Client communications such as campaigns, newsletters, ...,
 - Go-to-markets,
 - Content marketing.
- Internally, mainly work together with the transversal product owner and communication team
- Externally, Brief their 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.

September 2014 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 legitim brand possible in a 360° environment. This went through 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,
- Medias planning and buying,
- Developing relationships with key medias,
- Developing a clear and strong brand and guide lines,
- Copywriting (content, newsletters, press releases, speeches,) in line with the final target,
- Press relations, writing press releases, maximizing opportunities for positive PR,
- Managing the social medias (copy and adds),
- Creative agency briefing for the national annual campaigns,
- Development of sponsorships, mainly focused on sport and find out the best activation on site,
- Development of "out of the box" projects with the main Belgian Medias to ensure attendances in the POS,
- Development of charitable activities,
- Events organization from A to Z (1 to 2000 pax),
- Looking for new communication opportunities and development,
- Business development and project management.

Golden Palace Casino

March 2011 to August 2014 Communication & Event Officer

INTERVENTION

As Communication & Event Officer, when I made my first steps in the Golden Palace organization, there was no real communication plans nor strategy or team to work with.

My priorities were to create a brand from scratch, a logo, brand lines, a clear message and to start negotiating budgets with main medias to give a clear message to the press that Golden Palace, as leader on the market, would be happy to answer their questions, to be transparent in their activities knowing that at that moment the gaming sector was unknown and suffered of a real bad image and notoriety.

Furthermore, my first challenge was to launch the www.goldenpalace.be website (April 2011) which at that moment offered casino and poker games. Indeed, legal online gaming started in a test phase with the Belgian Gaming Commission and, www.goldenpalace.be, was the first website to receive its license.

March 2008 to March 2011 Event Manager

INTERVENTION

- Plan event from start to finish according to requirements, target audience and objectives,
- Come up with suggestions to enhance the events 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 event is completed smoothly and step up to resolve any problems that might occur,
- Analyze the events success and prepare reports,
- Team management.

August 2007 to March 2008 Administrative Assistant

INTERVENTION

- Schedules of the Beauty Consultants at the Charleroi and Brussels Airport.
- Negotiating Contracts with the main luxury brands (YSL, Dior, Chanel, Burberry...) to oversee their sales and positioning in both airports.

Marivaux Hotel, Congress & Seminar Center

ETREAC Agency