

Curriculum Vitae

Lode Schoors
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About Lode

Lode is an ambitious optimistic self-starter, full of positive energy which he likes to translate to the execution of challenging projects with a very high quality standard. He has a strong focus and skill to find the best solution for all partners involved in every context or situation. Creativity and enthusiasm are values that he represents, and which he carries out to his team and co-workers. Lode feels comfortable working both independently and inside a team .

“Try and fail, to improve what you know” is his daily motto in which he aims to improve his own skills and to optimize, and automate processes, and different type of digital media.

Lode always strives to communicate in a professional, structured manner towards all internal, and external clients/co-workers.

Education

2009-2016

- Drupal 8 training (Development, Theming, Site building), Dropsolid NV
- Drupal 7 training for Webmasters, Drupal France (Lille-Flandres, France)
- UX in one day, Nibble (New York, USA)
- Attacking & Defending Web Apps, MME BVBA
- Advanced Ethical hacking boot camp MME BVBA
- Online Marketing Programme, Shaw academy (distinction 92%)
- Advanced web optimisation for marketer, UBA
- Cours professionnel général (French course), Lerian Nti
- Time and priority management, Upskill

2005-2009

- Professional Bachelor Multimedia and Communication Technology, PIH Kortrijk

1998-2005

- Food service - caterer , Sint-Jozefinstituut Geel
- Restaurant-Hotel, Sint-Jozefinstituut Geel

Hard skills

- Project management for different industries (financial, religious, real-estate, luxury goods, etc.)
- Putting in practice different online marketing techniques (SEO, SEA, e-mailing, CMS, link-building, etc.) to improve conversion and UX
- Fluently speaks 3 languages (English, French and Dutch)
- Reporting, and presenting to stakeholders, and project sponsors
- Definition of functional analysis and implementation of a successful digital strategy
- People management (Multiple summer student, consultants, and coordination of interns)
- Up-to-date experience in best practice industry standards web technologies and programming languages (VB.Net, JavaScript, MySQL, SASS, PHP, ActionScript, jQuery, Titanium, Ionic & Cordova, Drupal, XML, JSON, MongoDB, CSS3, HTML 5, etc.)
- Understand all common operating systems, and is flexible in both a qwerty/azerty environment using a correct 10 finger keyboarding technique
- Experience with Google Analytics, Google Adwords, Google Webmaster tools and Google Tag Manager
- Ability to combine technology and know-how to produce high quality standard applications for online and offline purposes
- Ability to understand and communicate with different profiles in or outside the digital world
- Strong interest in cybersecurity, and how to integrate secure solutions in big, and small organisations
- Mobile first mindset which allows to combine both UI and UX, to present media in an optimal way to the end users
- Experience of Microsoft Excel, Outlook, Word, Powerpoint and Visio as well equivalents such as Google Docs and OpenOffice
- Advanced experience with Adobe Creative Suite (Photoshop, After Effects, Adobe Flex, Adobe Flash, Illustrator, etc.)

Soft skills

- Full of enthusiasm, passion and positive energy
- Loves to share and inspire team members and co-workers
- Adapts easily on different situations and scenarios
- A man who always strives to get the best result for everyone, within the time limit, and budget

Hobbies

- Occasionally mountain biking, swimming and walking
- Cooking, and going out to a restaurant
- Experimenting, and working with new technologies or on own digital projects
- Renovation with his DIY mindset of his house
- Voluntary sous-chef on youth summer camps

Extra

- Driving license type B
- Owner of magnefik.be since 2014 (webdevelopment, digital marketing, digital strategy, and consultancy)
- Owner of topdating.be since 2016 (a comparison website for different kind of media that is related to online, and offline dating)
- Recommended by the University of Cambridge for his internship in 2009
- 8 year of boy-scout experience (Scouts Westerlo)

Professional experiences

October 2016 - Present

Owner - Topdating.be

- Website development respecting the common web standards in Wordpress and SEO
- Setup of different affiliation campaigns with Zanox and Tradetracker
- Integration and execution of digital strategy (link-building/Social/content) and follow-up of statistics
- Setup of ad-campaigns in adwords/Facebook
- Team management regarding content/deadlines
- Management from A-Z of all aspects related to this platform in order to create a popular, successful dating comparison website

February 2016 - Present

Digital marketing specialist - Beobank NV/SA, Brussels

- Online conversion funnel optimisation for consumer credit products
- Digital Project manager with external, and internal clients (50k)
- Evangelisation of stakeholders on Mobile/UX/Security/Digital
- Campaign setup and follow-up in Google Analytics of various campaigns
- Creative problem solver and escalation manager
- Monitor on correct implementation and usage of the company guidelines and
- Legal regulations for all digital media
- Daily website maintenance
- Creation and coordination of testinplan for new website
- Development of Beobankfreelance network to ensure in-house Drupal know-how
- Mentoring and training of consultants, summer students and interns
- Internal and external process optimisation (communication, security, workflow, quality assurance, risk detection and prevention)

January 2014 - Present

Owner - Magnefik.be

- Website development respecting the common web standards
- Definition and execution of digital strategies
- Consultancy on drupal/wordpress
- Creation of multiple digital media for small clients (< 15K)
- Digital Project manager with external, and internal clients
- Campaign setup and follow-up in Google Analytics of various campaigns
- Commercial expose of Magnefik.be on various media
- Pre-sales / sales discussions
- Creation of analysis for SEO, and digital strategies
- Customer support
- Bookkeeping, administration, creation of estimates etc.

Octobre 2011 – 2015

Web Content Manager- Beobank NV/SA, Brussels

- ❑ Daily content manager for the public website of Beobank NV/SA
- ❑ Digital Project manager with external, and internal clients (2k - 30k)
- ❑ Optimisation, tracking and creation of media assets to improve the online cards/loans conversion funnel of Beobank based on best practice UX (heatmaps, video analysis, user feedback and A/B testing)
- ❑ Coordination and lead of Beobank Blog and SEO with external partners
- ❑ Teammember of CMS integration group between CMNE, Beobank and BKCP
- ❑ Optimisation of internal processes and structure of processes and tools
- ❑ Creative problem solver and escalation manager

October 2010 – October 2011

New Media Assistant - Bisdrom Gent, Ghent

- ❑ Project manager with an A to Z responsibility on digital projects in a catholic and religious context (Drupal, Adobe Flex, PHP, MySQL, Actionscript 3, Google Analytics, Appcelerator Titanium, Facebook applications, etc.)
- ❑ IT support and hardware stock management
- ❑ Development and administration of different websites, and cross-device applications
- ❑ Graphic and video design and editing

August 2009 – October 2010

Web-assistant – Citibank Belgium, Brussels

- ❑ Website maintenance
- ❑ E-mail and media creation for large customer base

April 2009 – July 2009

Web Designer – Skarabee, Kortrijk

- ❑ Creation of different layouts real-estate websites (Photoshop, CSS, HTML, Javascript)

Promo boy/ Enquêteur – Fieldforce, Ghent

Interim job at Bayer Diagnostics

July 2009 - August 2009

UI /icon designer – Televic education, Kortrijk

- ❑ Creation of digital screens (UI/UX) for their e-learning environment (Avidanet 360)
- ❑ Design of 50 unique icons in Adobe Illustrator
- ❑ Creation of different layouts, and integration in C# and XAML

February 2009 – June 2009

Graphic designer/Flash developer/ UX designer – University of Cambridge, Cambridge

- ❑ UI/UX of 20+ screens for SAKAI, an open-source learning platform developed and used by various top universities around the world
- ❑ Creation of a touch-screen application for the Whipple museum in Cambridge
- ❑ Creation of custom video library and video player to optimize the way content is served via SAKAI towards students, and future students of their University
- ❑ UX research regarding different interactions by “basic” computer users (click, drag-and drop, double-click, etc.)