

Curriculum Vitae

Lode Schoors
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Date of birth: February 6, 1986
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Lode is an ambitious, optimistic self-starter with a strong understanding of digital and traditional businesses. His positive energy, enthusiasm and passion make him an excellent addition to your team. With a strong focus on finding a balance and best solution for all partners involved in every context or situation, he uses all his skills as toolset to get things done. 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 within a team and always aims to communicate in a professional, structured manner towards all of his colleagues and both internal as well as external clients.

Soft skills

- Full of enthusiasm, passion and positive energy
- Loves to share and inspire team members and co-workers
- Actively helps on the growth of his employer
- Adapts easily to different situations and scenarios

Extra

- Recommended by the University of Cambridge for his internship in 2009
- Driving license type B
- Part-time freelancer since 2014 (web development, and website optimisation with a strong focus on UX, digital marketing strategy, and consultancy)
- Experience in helping elderly/children with smartphone / computer problems
- 8 year of boy-scout experience (Scouts Westerlo)
- 6 years of youth fire-department experience (Brandweer Westerlo)
- Professional experience with developers and marketers with different culture and nationalities.

Hobbies

- Cycling, ballroom-dancing, swimming, walking and cooking
- Mentoring children in programming classes for CodeFever VZW

Languages

- English: highly proficient in spoken and written English
- Dutch: native speaker
- French: good working knowledge

Professional experiences

April 2019 -
Present

Product Development Manager - Mobly NV , Antwerp

- ❑ Coordination of testing and releases
- ❑ Improvement of collaboration, communication and structure
- ❑ Co-management of an international team of 8 front, and backend developers
- ❑ Follow-up, planning and project management

December 2018 -
Present

Project Manager - Alpha-IT BVBA, Sint Niklaas

- ❑ Exploration of the Laravel PHP framework
- ❑ Development of a digital signage web application to manage Raspberry PI installations
- ❑ Creation of WordPress websites with custom themes and webshop
- ❑ Definition of Online marketing guidelines
- ❑ Design, and strategy for corporate website

November 2018 -
December 2018

Freelance Digital Marketeer

- ❑ UX improvement of several websites
- ❑ Graphic design for WaveCityGames.nl
- ❑ Wireframing of several websites (Ardent advocaten, Pebble Media etc.)
- ❑ Creation of small WordPress websites (MZE Food)
- ❑ Website update and development in Drupal 7 for Accent Jobs
- ❑ Support on digital marketing strategies for Mundo Digitalis BVBA
- ❑ Writing of a digital strategy plan for Lovebullets.nl
- ❑ Project management and follow-up with client for several digital projects

September 2018 -
Present

Teacher - CodeFever VZW, Lier

- ❑ Mentoring and teaching kids between 8 and 14 years old how to program in Scratch/Repl.it
- ❑ Responsible for classrooms/location to evaluate teachers, and report (technical) issues

January 2017 -
November 2018

Digital Project Manager / Webmaster - Beobank NV/SA, Brussels

- ❑ Digital project management and A-Z follow-up (+30K)
- ❑ Daily website maintenance + training of backup resources
- ❑ Participating and evangelisation towards digital transformation of Beobank NV/SA
- ❑ Testing and controls responsible (regression testing, integration of controls, user profile definition and maintenance analytics and dashboarding)
- ❑ Managing relationship with web agencies (define and optimize workflow, streamline communication)
- ❑ 2nd and 3rd line support for high priority issues on the website
- ❑ Setup of ticketing system (Redmine)
- ❑ Optimisation of customer journey on desktop and mobile (UX/performance/flow)
- ❑ Drupal 8 trainer for content-editors
- ❑ Mentoring, recruiting and training of consultants and interns
- ❑ Creation, coordination, and evaluation of UX testing (Quantitative / qualitative)

February 2016 -
January 2017

Digital Marketing Specialist - Beobank NV/SA, Brussels

- ❑ Optimisation of the digital customer journey for the Beobank conversion funnels
- ❑ Responsible for SEO strategy and execution
- ❑ Digital project management and A-Z follow-up
- ❑ Daily website maintenance + optimisation (A/B, heatmap and multivariate testing)
- ❑ Mentoring and training of consultants and interns
- ❑ Internal and external process optimisation (communication, security, workflow, quality assurance and monitoring)

January 2014 -
Present

Owner - Magnefik.be

- ❑ Website development respecting the common web standards
- ❑ Definition and execution of digital strategies
- ❑ Consultancy on Drupal/WordPress and online marketing
- ❑ Creation of multiple digital media for small clients (< 15K)
- ❑ Campaign setup and follow-up in Google Analytics of various campaigns
- ❑ Pre-sales / sales discussions
- ❑ Creation of analysis for SEO, and digital strategies
- ❑ Customer support

October 2011 -
January 2016

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
- ❑ Optimisation of internal processes and structure of processes and tools

October 2010 -
October 2011

New Media Assistant - Bisdom 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 applications
- ❑ Graphic and video design and editing

August 2009 -
October 2010

Web-assistant - Citibank Belgium, Brussels

- ❑ Daily 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)

July 2009 - August
2009

UI /Icon designer - Televic Education, Kortrijk

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

February 2009 –
June 2009

Graphic 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, vs. double-click, etc.)

Experience and achievements

- Project management for different industries (financial, religious organisations, real-estate, luxury goods, etc.)
- Putting in practice different online marketing techniques (SEO, SEA, emailing, CMS, link-building, etc.) to improve conversion and user experience
- People management (Multiple summer student, consultants, and coordination of interns)
- Experience in best practice industry standards web technologies and programming languages such as Laravel, VB.Net, JavaScript, MySQL, PHP, jQuery, Titanium, Ionic and Cordova, Drupal 7, Drupal 8, WordPress, JSON, MongoDB, CSS3, HTML5
- Experience with Google Analytics, Clicktale, Hotjar, SEO, 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
- Strong focus on delivering good and secure solutions for 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
- Professional skills in Microsoft Excel, Outlook, Word, Powerpoint and Visio
- Advanced experience with Adobe Creative Suite (Photoshop, Illustrator, etc.)

Education and training

2009-2019

Training SCRUM Master, Eduvision
Drupal 8 Development training Dropsolid NV
Drupal 8 Content editing training Dropsolid NV
Drupal 8 Theming training Dropsolid NV
Drupal 7 training for Webmasters (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