

# Kevin Coppens

**Date of birth:** 24/02/1990

**Address:** Rue des frères Vanbellinghen, 119.  
1480 Tubize

**Phone:** 0032 499 10 15 88

**Email:** Kevin.coppens@me.com

**LinkedIn:** <https://be.linkedin.com/in/kevin-coppens-1b021042>



## About Me

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I am a passionate, enthusiastic and people-oriented person who loves solving challenges and discovering new horizons. I have always been interested in new technologies, strategy, marketing and entrepreneurship. During my free-time, I like exploring innovations in the field of environment, doing sports and travelling.

## Work Experiences

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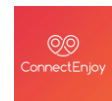
- **Digital Marketing Consultant** (September 2016 - Today)

- > Marketing Strategy
- > Customer analytics
- > SEA Strategy and implementation



- **Co-founder at ConnectEnjoy** (September 2016 - Today)

- > Overall Strategy & branding
- > Social Marketing Campaigns
- > IT development (www.connectenjoy.com)



- **Strategy and e-commerce trainer** (Part time (evening)) - (September 2016 - Today)

- > Business & Marketing Strategy
- > Management
- > E-commerce
- > Financial performances



- **Business Analyst at Kurt Salmon** - Public Sector (September 2015 – October 2016)

- > Definition of customers' needs through interviews & market study
- > Strategic Analysis
- > Digital Marketing Strategy
- > Project management (Prince2 certified)
- > Optimization of process
- > Tasks & team management

Kurt Salmon

- **Freelance Webmaster** (June 2004 – Today)
  - > Websites development
  - > Webdesign
  - > Wordpress / Custom CMS
- **Financial Auditor at PwC** (October 2014 – September 2015)
  - > Specialized in operational companies and NGO
  - > Performance of audit procedures under IFRS and Lux GAPS
  - > Drafting of analytical reviews
  - > Financial analysis
  - > Supervision of trainees
  - > Advisory for PwC Accelerator



## Education

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- **Master** in Management Sciences, Solvay Business School. (2012-2014) – with honors (77.95%)
- **Exchange:** University of Goteborg, Sweden (September 2013 - January 2014)
- **Bachelor** in Economics, Warocqué School of Business & Economics (2008 – 2012)

## IT expertise

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- **Excellent knowledge:** Word, Excel, PowerPoint
- **Good knowledge:** Photoshop, Dreamweaver, Access and Final Cut Pro.
- **Language codes:** PHP, HTML, CSS, JAVA and SQL.
- **Certification:** Prince2 Foundation (Project Management)

## Languages

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- **English:** Fluent
- **French:** Native
- **Dutch:** Limited working proficiency

## Miscellaneous

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- Driving license
- Honors and Awards: Best **International Business Strategy** Project 2013 – Carine Peeters:

**Objective:** Create a strategy of international expansion for a famous Belgian manufacturer of deep fryers.

**Realized:**

- Review of the current situation of the company (SWOT, Mission and Vision statements and Strategic Goals & Objectives to Internationalization).
- Review of selected markets to determine which offered the best potential
- Development of the overall strategy

- Review and selection of the best entry mode and distributors
  - Creation of the marketing strategy
  - Profitability and risk analysis
- **Hobbies:** Reading, Coding, TV shows, NTIC, entrepreneurship, innovation, strategy, travelling and climbing.