

BART PEETERS

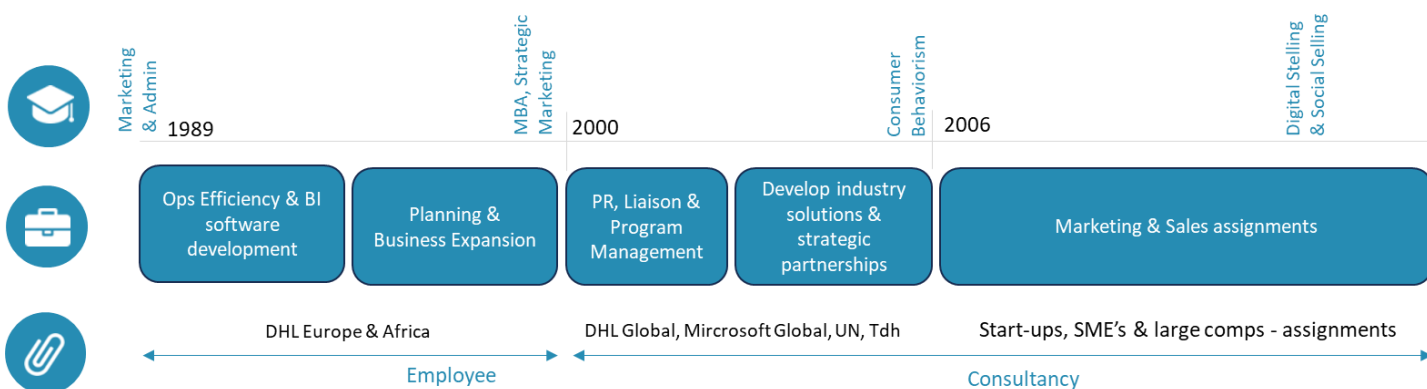
Sales, Marketing & Comms



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SKILLS

- MARKET & CUSTOMER ANALYSIS
- STRATEGIC MARKETING
- COMPETITIVE / GUERILLA
- CONSUMER PROFILING & BUYING BEHAVIOUR
- VISUAL STORYTELLING
- INFLUENCER MARKETING
- OPENING NEW NICHES / MARKETS
- 360 CAMPAIGNS
- GOOGLE ADS & ANALYTICS
- CONTENT MNGT & BLOGS
- SOCIAL SELLING
- CRM, SEO & CMS WEBSITE
- PRODUCT BRANDING
- UX, CX, CUSTOMER JOURNEY

LANGUAGES

- ENGLISH
- DUTCH
- FRENCH

- ✓ EXPERIENCED
- ✓ PRAGMATIC, HAND'S-ON
- ✓ QUICK, SUSTAINABLE & STRATEGIC WINS

DIGITAL MARKETING & SOCIAL MEDIA SELLING
Feb 2019 – Mar 2020

STRATEGIC & TACTICAL MARKETING
2014 - 2014

MASTERS BUSINESS ADMINISTRATION
1998 - 2000

BUSSINESS ADMIN & MARKETING
1984-1986

DIGITAL MARKETING INSTITUTE (UK)

Post-Grad level. All aspects of digital marketing and digital-social selling. Extra courses: user intelligence, experience & GDPR.

BUYING BEHAVIOUR MARKETING (Self-study)

Consumer analysis, customer profiling and decisional and buying behavior, strategy & tactics for outpacing competitors.

OXFORD BROOKES UNIVERSITY (UK)

2-year MBA program distance learning. I finished only 7 of the 11 subjects (financial restraint). High marks for Strategic Marketing & Organisational Development

SMART, VLEKHO

Business administration and marketing.

Certified in Digital Marketing, Process Management (BPA, BPM, BPMN), Project Management CPM, Prince II, Lotus advanced, Train the Trainers, MS applications, ..



CAP5 method – structured approach, fast results



Delivering quick, strategic and sustainable results. I developed a method to translate corporate ambitions into a sales & marketing roadmap + plan of actions.



Recent Publications

