

FREELANCE CONSULTANT

# ANTON DE VIS

TALKS ABOUT DIGITAL, PERFORMANCE & ANALYTICS

## EXPERTISE

Marketing Technology



Digital Analytics



Adobe Creative Cloud



Wordpress



BI Tools & Software



## EDUCATION

**DIGITAL MARKETING LEADERSHIP**

Squared Online by Google | 2016

**MASTER OF COMMUNICATION SCIENCES**

KU Leuven | 2012 - 2014

Major: Strategic Communication

**BACHELOR IN BUSINESS MANAGEMENT**

UC Leuven | 2009 - 2012

Major: Marketing & Communication

## CONTACT

Birthday: 20 march 1991

Waversesteeweg 62/3A  
3090 Overijse  
BELGIUM

Email: anton.de.vis@gmail.com

Phone: +32 (0)479 38 67 11

LinkedIn: linkedin.com/in/anton-de-vis

Website: www.antondevi.com

## PROFILE

Fascinated by tech and a passion for performance marketing make me one of those digital natives who tries to conquer the challenges that brands & companies are facing in a fast evolving & disruptive world.

## EXPERIENCE

**HAKUNAMADATA | SINCE FEBRUARY 2021**

Freelance Digital Strategy & Analytics Consultant

**COLRUYT GROUP | FROM JUNE 2020 - JANUARY 2021**

Analytical Translator

Supporting Solucious (B2B Food Delivery) & Dats24 (Energy) with their data strategy component & translating it into a tactical roadmap and business use cases.

**COLRUYT GROUP | FROM APRIL 2019 - MAY 2020**

Data & Performance Manager

Helping the ColliShop to better understand the impact that data & BI could have on their business by delivering a solid data strategy & BI roadmap.

Coaching and consulting teams & colleagues on the use of data and business intelligence, as well as keeping track of the different team and business KPI's in

**DE RUIMTEVAARDER | FROM JANUARY 2019 - JANUARY 2021**

Freelance Digital Specialist

Consulting & supporting small and medium-sized enterprises on marketing strategies and execution to grow their business.

**COLRUYT GROUP | FROM MARCH 2017 - MARCH 2019**

Online Acquisition Manager

Focusing on the performance marketing of ColliShop (part of Colruyt Group) by coordinating the online media strategies and holistic planning across Search, Social, Display, Mobile, Video, Affiliate and Programmatic channels.

**IPROSPECT - DENTSU AEGIS | FROM OCTOBER 2014 - MARCH 2017**

Digital Performance Consultant

## LANGUAGES

Dutch

French

English

German

## INTERESTS

Event Management

Hiking

Running

Photography