

INDEPENDENT CONSULTANT

ANTON DE VIS

TALKS ABOUT DIGITAL, PERFORMANCE & TRANSFORMATION

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

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PROFILE

Fascinated by tech and a passion for everything digital makes 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

Independent Digital Strategy & Analytics Manager

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

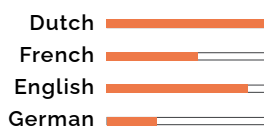
Online Acquisition Manager

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



INTERESTS

Event Management
Hiking
Running
Photography