

# Filip Coertjens

° Turnhout, 08/11/1980

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I am a dedicated creative professional with +20 years of experience in branding, digital marketing & visual design. My innate curiosity and hands-on attitude made me develop a wide range of skills, from UX/UI strategy to graphic design, from marketing and brand management to project management. My strongest asset, I believe, is my ability to merge business objectives with creative delivery. Through my background I bring a unique combination of skills to the table. I am part creative strategist and part strategic creative. It helps me connect with clients and creatives. In my spare time, I like fine art painting (oil, water color, acrylics), movies, reading, walking and traveling.

## PROFESSIONAL EXPERIENCE

June 2011 - Present (12 years)

 **Creative Director | Visual Designer & Strategist**  
 Frametales · Freelance

Frametales is a creative one-man design studio that assists clients across various sectors, including SMEs and multinational corporations, with a wide range of **visual design solutions**. This encompasses crafting brand identities, conceptualizing creative campaigns, as well as offering guidance on digital product design (UX/UI) and **brand strategy & storytelling**. [Check my Work Portfolio here.](#)

January 2007 - June 2015 (8 years)

 **Digital Marketing Lead BeLux**  
 Accenture

Responsible for all **digital marketing channels** and online campaigns. Some milestones: I introduced digital marketing automation for all digital communications to employees and clients. It allowed us to target and personalize emails and it provided insights in the success rate of our digital communications, which helped the management to finetune their strategy. Under impulse of the management, I reinvigorated the local alumni network and led it into the digital age by setting-up an online community platform. It was the pre-Facebook era, so we pioneered at a Global level. I was a key contributor for the launch of several breakthrough **innovation programs** (2b1 Awards, 40-4-2 Innovation Challenge, the Innovation Awards for Financial Services, the Mobile Business Congress) and acted as an inhouse creative consultant by managing the brand styling and the presentation design. As a **design thinking ambassador**, I've lead various customer journey workshops internally and for clients in the financial and technology industry.

January 2004 - December 2006 (2 years)

 **Marketing & Communications Manager**  
 Rendez-Vous.be

In 2004 I helped reposition Belgium's first and largest online dating startup. A rebranding and restyling was done, next to **strategic brand partnerships** with various online, print, radio and tv media (Sanoma, SBS Belgium...). We succeeded in growing the amount of unique monthly visitors with +34% (cim-metriweb statistics of March 2006 compared to January 2004), having 16% more memberships and resulting in growing business revenues (more than doubled since 2004). In 2008 the site was acquired by a big Belgian publishing company.



## EDUCATION

September 2000 - June 2002

**Master in Communication & Media Studies**  
 KU Leuven

Grade: magna cum laude  
 Master thesis: "[Brand new" communication. On branding building in the 21st century.](#)"

September 1998 - June 2000

**Bachelor in Communication & Media Studies**  
 University of Antwerp (UFSIA)

Grade: cum laude

## SKILLS

Service Design & Design Thinking

Marketing & Brand Strategy

Presentation & Writing Skills

Graphic Design (Print & Digital)  
 Adobe Creative Suite (InDesign, Illustrator, Photoshop)

UX/UI Design  
 Figma, Adobe XD, Miro, Mural, InVision

Email Automation  
 Selligent/Marigold Engage, Hubspot, Intuit MailChimp, Brevo

Productivity  
 Powerpoint, Keynote, Pitch, MS Office

2D/3D Illustration  
 Spline 3D | Vectary 3D | Blender  
 Procreate, Adobe Fresco

Languages  
 Dutch (mother tongue) | French (proficient) | English (proficient)