



JEFFREY EXCELMANS

MARKETING & COMMUNICATION SPECIALIST

Work experience (primary occupation) —

Marketing & Communication Officer

Thalento apr 2021 - jun 2025

- Mktg & communication planning: campaigns & timeline
- Budgeting & target groups
- International campaigns in collab with partner network

Marketing & Communication

Thalento aug 2017 - apr 2021

- Creation and management of websites & landing pages
- Social media, content planning & corporate identity
- Direct mailings, Google Ads, HR events & B2B trade fairs

Marketing & sales support

Belkorn Biscuits jan 2016 - aug 2017

- Internal & external communication, direct mailings, website
- Coordination, preparation & follow-up of B2B trade fairs
- Sales of Belkorn brands & private labels worldwide

Master's Thesis - Master in Business Administration (KU Leuven Campus Brussel)

Medialaan (DPG Media) sep 2014 - aug 2015

"Zapping Behavior on Dutch-speaking commercial channels"

More info



LinkedIn: click here



jeffreyexcelmans.be:
click here

Mktg Internship - Bachelor in Bussiness Mgmt - Mktg Mgmt (Provinciale Hogeschool Limburg)

Nationaal Jenevermuseum Hasselt

feb - mei 2013

“Communication path museum refurbishment in 2014”

Soft skills

Analytical

Structured

Communicative

Planning

Motivator

Hard skills

Websites & landing pages

Social media

Print (mktg materials)

SEO & SEA (Google ads)

Social ads

Email marketing

PR: Public relations

Event management

Content creation

Corporate identity & branding

Hobbies & interests

Taekwondo (april 2003 - present)

Soccer (passive)

Traveling

Student jobs

Assistant printer - S&B Diest

Sorting parts - Toyota Diest

Assembly line - Sterima Aarschot

Initiatives for schools - sport Diest

Taekwondo camps - city of Diest

Work experience (self-employed)

Founder & brewer of your marketing plan

't MarketingLab

apr 2021 - present

- Mktg, comm & consultancy (www.hetmarketinglab.be)
- Broad range of services & solutions

Instructor of sport clubs & associations

Vlaamse Sportfederatie (VSF)

apr 2021 - present

- Workshops & webinars throughout Flanders
- Trainings in marketing & communication

Work experience (volunteer)

Marketing, Promotion & PR manager

Taekwondoschool Keumgang

sep 2013 - present

- Promotion strategy: comm mix, actions & materials
- Internal & external comm: socials, PR, website, mailings

Trainer & sparring coach

Taekwondoschool Keumgang

2009 - present

- Basic techniques for kids and adults
- Preparing for national sparring competitions

Marketing commission

Taekwondo Vlaanderen

aug 2020 - jul 2024

- Promotion strategy for taekwondo in Flanders
- Webinars for clubs to upgrade their mktg & comm

Education & courses

Bridging Program & Master in Bus. Administration

Major in Marketing Management

KU Leuven Campus Brussel - HUB

2013 - 2015

Professional Bachelor in Business Mgmt

Major in Marketing Management

Provinciale Hogeschool Limburg (PHL)

2010 - 2013

Initiator Taekwondo

Vlaamse Trainersschool (Sport Vlaanderen) sep - nov 2009