



HALIMA VANHEE

MARKETER

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ADDRESS
2521AZ, The Hague

CERTIFICATIONS

- 2023 - Mobile AR Development
Unity Learn
- 2023 - Unity Game Development
Unity Learn
- 2023 - Prompt Engineering for ChatGPT
Vanderbilt University | Coursera
- 2022 - SEO Training
Joshua George | ClickSlice Ltd. | Udemy
- 2021 - The Python Bible
Ziyad Yehia | IoT Academy | Udemy
- 2021 - Premiere Pro Essentials
Daniel W. Scott | Adobe | Udemy
- 2020 - Graphic Design Bootcamp: Ps, Ai and Id
Derrick Mitchell | Udemy
- 2020 - Fundamentals of Digital Marketing
Google Digital Workshop | Google
- 2017 - Private Coaching Excel & Access
Laurent Leclercq | Business Training SA
- 2016 - Private Coaching Excel & Access
Laurent Leclercq | Business Training SA

TECHNICAL SKILLS

- Data Analysis
- Social Media Management
- SEO (on- and off-page)
- Prompt Engineering
- Content Creation & Multimedia Design

LANGUAGE SKILLS

- DUTCH/FLEMISH - Native
- FRENCH - Native
- ENGLISH - Fluent
- GERMAN - Beginner/Intermediate

EDUCATION

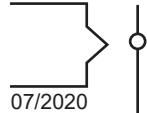
- 2020
MSc Economics and Business - Marketing
Erasmus University of Rotterdam
- 2019
BSc International Bachelor of Economics and Business Economics (IBEB)
Erasmus University of Rotterdam

PERSONAL STATEMENT

Analytical marketing graduate, proficient in leveraging data-driven insights and passionate by adapting innovative approaches like immersive technologies and gamification to create memorable brand and customer experiences. Seeking a full-time marketing position to further develop my skills and contribute to meaningful, sustainable marketing strategies within a growth-oriented organization.

WORK EXPERIENCE

03/2020



RESEARCH ASSISTANT

Rotterdam, The Netherlands

Erasmus School of Economics

- Collect and monitor data (e.g. gathering data, monitoring surveys, scheduling interviews, etc.).
- Prepare data (e.g. cleaning data, transcribing interviews, etc.).
- Assist with literature reviews (i.e. finding and systematically analyzing papers) to identify key insights and trends in academic research.

07/2020

11/2017



ECONOMIC POLICY INTERN

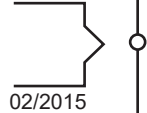
Washington DC, U.S.A.

Belgian Embassy

- As part of my role, I gather, organize, and analyze economic data, relying heavily on Microsoft Excel for data consolidation and visualization.
- Transcribe and summarize reports from assigned conferences (e.g. CSIS, Wilson Center, OECD, Autos2025, etc.).

02/2018

10/2014



MARKETING AND SALES INTERN

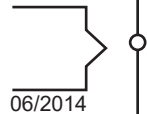
Santa Barbara, CA, U.S.A.

Youth Interactiv

- Social media management (e.g. content creation, performance management, etc.).
- Responsible for sales of Art Gallery on Saturdays.
- Moderate and report on the young entrepreneurs meetings (e.g. Santa Barbara Public Art Mural Project).

02/2015

10/2013



Commercial Director

Brussels, Belgium

Oldskool BXL/Vlajo

- Led branding and marketing efforts.
- Developed and implemented effective marketing strategies and campaigns to promote the company's products.
- Solved a supply chain problem by creating an engaging campaign that encouraged customers to donate idle fabrics in return for cupcakes.
- Achievements and Awards:** Feature in ELLE Belgique Magazine, Provincial Finalist Flemish Brabant, Most Original Product, OVAM Ecodesign Award and AG Insurance Award.

06/2014