



## Valérie CLAESSENS

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Born in Brussels - 17/08/1973  
Belgian  
Married, 2 children (14 & 16 years)

## OBJECTIVE

To coach and support individuals, entrepreneurs and companies in their growth and changes to help them achieve their goals in a healthy and respectful way.

## PROFILE

Personal & business coach with corporate experience. Specialist in career transition and well-being at work (personal development, soft skills). Accompanying starters/self-employed with coaching, marketing and communication advices.

## PROFESSIONAL EXPERIENCE

### ENVIE DE COACHING (ENVIEDE.BE)

Since February 2011

#### **PERSONAL & BUSINESS COACH (CERTIFIED BY ICF)**

Individual coaching in personal development, career development, career transition and well-being at work (stress, burn out, communication, talents, self-confidence, assertiveness).

Accompanying pre starters, starters & self-employed in their entrepreneurship.

Creative workshops in personal development. Supervised by a professional coach.

### HEAD & HANDS MARKETING SPRL - OWNER

Since April 2007

#### **MARKETING & COMMUNICATION CONSULTANT**

Administration and management of the company, business development, consultancy, people management and coaching. Freelance marketing and communication assignments:

##### **Securex**

***Sales & Marketing consultant segment entrepreneur*** (6 months)  
Sales consultancy, product management, go to market strategy.

##### **BPost**

***MarCom Project Manager – online & offline*** (4 months)  
Project and campaign management, marketing strategy 2016.

<b>Eni (Energy)</b>	<b>MarCom Project Manager – online &amp; offline</b> (6 months) <b>Digital Communication Project Manager</b> (1 year) Project and campaign management (e-mailing, DM, newsletters, webpages, etc) from planning to launch in collaboration with internal stakeholders.
<b>PwC (Services)</b>	<b>Marketing Account Manager HRS &amp; Tax</b> (11 months) Go to market strategy and implementation of a healthy marketing mix with business development objectives. MarCom plan and project management.
<b>Colruyt-Prémédia (FMCG)</b>	<b>Account manager packaging</b> (5 months) Branding and rebranding packaging private label (MDD): Majestic, Veggie, kids range, alcohols. Strategic briefings and campaigns management.
<b>Delhaize (FMCG)</b>	<b>Brand planning manager</b> (2 years) Recommendations and lead of strategic projects: corporate responsibility, health, kids range, fresh food. Launch baby range (MDD): strategic analysis, positioning, packaging, marketing plan, communication, etc. <b>Internal communication manager</b> (5 months) Awareness campaigns on various corporate responsibility projects. Lifting and lead the internal magazine (monthly - 14.000 ex).
<b>EDF Luminus (Energy)</b>	<b>DM Project manager</b> (5 years ad hoc assignments) Campaign and project management Direct Marketing to B2B & B2C targets.

March 2006 – April 2007

GREY WORLDWIDE – COMMUNICATION AGENCY

### **ACCOUNT MANAGER**

Clients: VELUX Belgium, Louis Widmer, Coditel, Pfizer

Strategic recommendations and 360° MarCom project management (above, below and online).  
Leading market studies. Budget follow up and forecasting. Managing 1 account executive.

January 2004 – February 2006

EUROPEAN COMMISSION – DG RESEARCH – MULTILATERAL COOPERATION ACTIVITIES

### **FINANCIAL & ADMINISTRATIVE ASSISTANT**

Follow up the unit's budget and for two external centers in Russia and Ukraine, human resources, communication (brochures and leaflets), planning, organization of international conferences.

April 2003 – January 2004

YOPLAIT – FRESH DAIRY PRODUCTS (FMCG)

### **PRODUCT MANAGER**

Lead several ranges of products: YOP, Panier de Yoplait, Petits Filous, Perle de Lait.

Follow up and analyze the market (leading Market studies, Nielsen), develop and implement the brand strategy and positioning, go to market plan (marketing mix), packaging, promo and campaign management, volume forecasting, budget follow up, targets and KPI's.

Lead of projects in collaboration with R&D in Paris (launches) and implementation on the Belgian market. Managing 1 junior product manager.

April 2001 – April 2003

THE RETAIL COMPANY – BTL COMMUNICATION AGENCY (HAVAS GROUP)

### **ACCOUNT MANAGER**

Clients: Six Flags Europe (8 European entertainment parks) and Belgacom.

Analyses, strategic recommendations and follow up of below the line projects (campaign management). Managing 3 account executives, planning and reporting to clients.

October 1997 – December 2000

PROXIS.BE – ONLINE SHOP

### **COMMUNICATION MANAGER** (June 1998 – December 2000)

Internal and external communication strategy. Positioning, communication plan and campaign management and media mix (above and below), budget forecasting and follow up.

### **MANAGEMENT ASSISTANT** (October 1997 – June 1998)

Participation to the launch of the start-up: setting up several departments (HR, customer care, accounting, logistics and marketing). Recommendations to improve the website and the company's organization.

## EDUCATION & TRAININGS

October 2015 – January 2018 (ongoing)

### **CREATIVE WORKSHOP ANIMATION - ART THERAPY**

Ann-Catherine André - Chièvre

May 2015

### **TEAM COACHING (INTRODUCTION)**

Leading & Coaching Academy – Brussels

December 2013 - 2014

### **PROCESS COMMUNICATION MODEL (PCM) BASIC + ADVANCED TRAINING (7 DAYS)**

Kahler Communication Belgium

February 2013

### **SYSTEMIC BY JACQUES-ANTOINE MALAREWICZ (INTRODUCTION)**

Leading & Coaching Academy – Brussels

October 2010 - February 2011

### **PROFESSIONAL COACH (PRACTITIONER) – ACC ICF**

- COACH NIV 2 : LE PRATICIEN
- COACH NIV 1 : LES 12 COMPETENCES DU COACH

Leading & Coaching Academy – Brussels



January – June 2008

### **STRATEGIC MARKETING**

ICHEC Entreprises - Brussels

September 1993 - September 1997

### **BACHELOR IN MARKETING**

Haute Ecole Lucia De Brouckère – Brussels (ISE)

Practice period: University of Derby – Marketing Department – England (3 months)

## LANGUAGES

FRENCH: Mother tongue  
DUTCH: Very good knowledge  
ENGLISH: Very good knowledge  
SPANISH: Basic knowledge (basic conversation – I spent 5 summers in a Spanish family)

## OTHERS

SKILLS AND PERSONALITY: Creative, enthusiastic, empathic, autonomous, intra personal and interpersonal skills.  
TOP FIVE STRENGTHS (GALLUP): Strategic, ideation, individualization, positivity, developer.  
COMPUTER SKILLS: Current use of a PC, Internet, e-mail software and social media.  
MS Office (Word, Excel, PowerPoint)  
HOBBIES: Jogging, hiking, tennis, painting, evening with friends  
DRIVING LICENSE: B