







## Sylvain Coppens

- + birth date 15.05.1987
- + current city Brussels (BE)
- + mobile phone +32 498 05 82 17
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## diploma

- + Bachelor's degree in Public Relations  
HELB Ilya Prigogine 2008 - 2011

## languages

- + French mother tongue  

- + English  

- + Dutch  

- + Spanish  


## courses

- + RWCE Rising Stars Program  
Ericsson - ongoing
- + Communication & Marketing  
Management College  
Union of Belgian Advertisers - 2012
- + Neuromarketing  
SalesBrain - 2012
- + SharePoint Designer 2010  
Vision IT Group - 2012
- + CAPA et ISO 13485  
Yannis Dauvers - 2012
- + Introduction to Project Management  
Threon - 2012

“ Experienced in B2B communications, in medical biotechnology & telecommunication sectors, I developed an interest and a strength for translating complex concepts into understandable message to everyone. ”

## experiences in communication & marketing

### February 2016 - Present

- + position Head of Marketing & Communications CU BeLux
- + company Ericsson
- + industry telecommunication

#### DUTIES

External & internal event management - Media Relations management - Customers & Partners CMO's Relations management - Marketing newsletter creation and management - CRM CC Management - Market Business Intelligence analyze - Governance report management - Customer Unit Leadership Team member - Regional Marketing & Communication Leadership team member - Social Network Strategy development and activation- CEO presentations support - European Affairs collaboration - All Employee Meeting coordination

### March 2015 - February 2016

- + position Communication Officer CU BeLux
- + company Ericsson
- + industry telecommunication

#### DUTIES

Internal communication management - Internal digital communication tools development - Press interview support - CEO presentations support - All Employee Meeting coordination - External event support - Employee event management - Press Agency collaboration

• *more details regarding 2013 & 2014 on page 2*

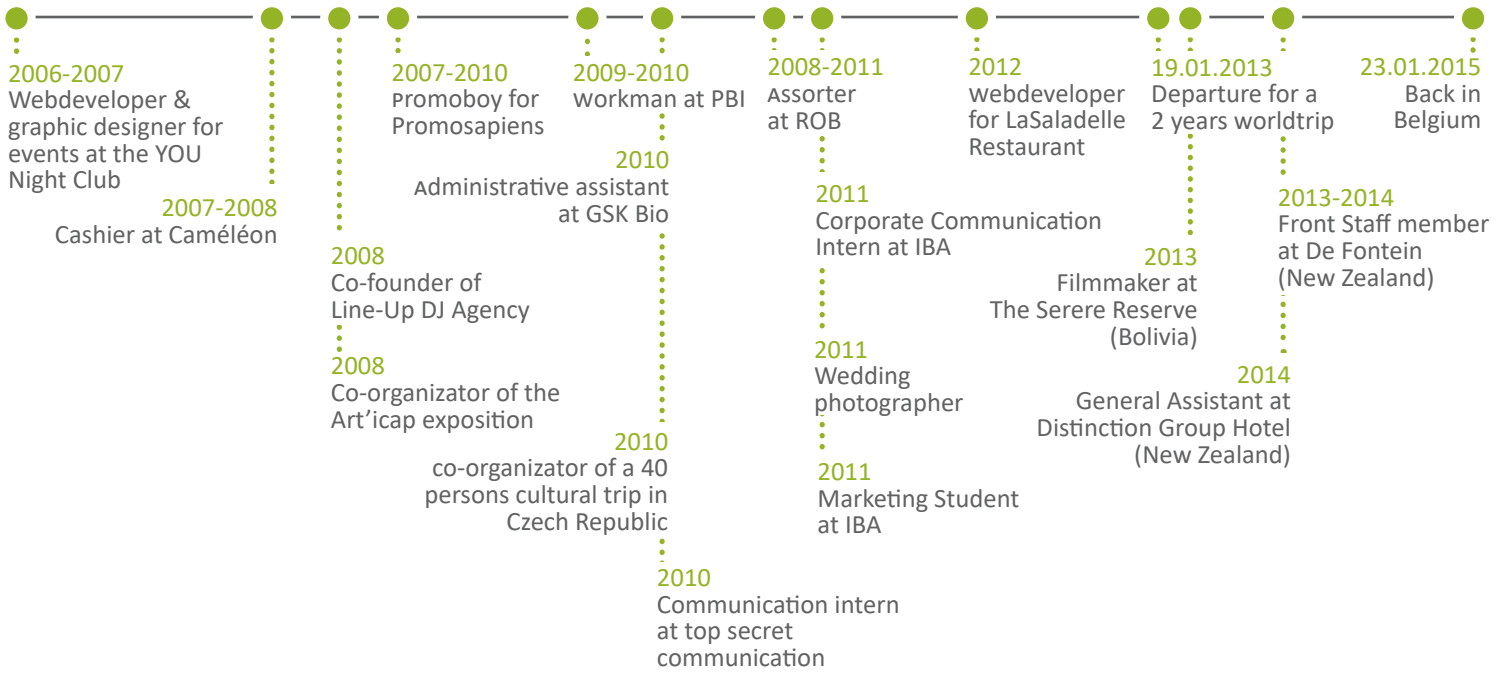
### October 2011- December 2012

- + position Corporate Communication Officer
- + company Ion Beam Application (IBA)
- + industry medical biotechnology

#### DUTIES

Corporate website management - Intranet Management - New corporate website project management - New intranet project management - Corporate Visual Guidelines update management - Financial events & presentations coordination - Press releases publication management - Press & investors contact database management - Conferences organization - Customer visit organization support - Internal communication management.

## additional historic



## digital skills



- + Photoshop CC 2017
- + InDesign CC 2017
- + Illustrator CC 2017



- + Dreamweaver CC 2015
- + Flash C5
- + SharePoint Designer 2010
- + Google Analytics
- + HTML5 - CSS - jQuery - PHP
- + Drupal - Wordpress - Joomla



- + Outlook 2016
- + Excel 2016
- + Word 2016
- + Keynote '09
- + PowerPoint 2016
- + NetSuite - CRM CC



- + Lightroom CC 2015
- + Premiere Pro CC 2017
- + Final Cut Pro X
- + Nikon D500 - Nikon D7100

## certificates

- + 2014 SSI Open Water
- + 2009 European Patent First Aid
- + 2008 driving license B

## hobbies

- + photography - videography
- + running
- + trekking
- + diving

## children entertainment

- + 2008-2009 Scout Leader (12-16) at 66<sup>th</sup>FSC
- + 2006-2009 Scout Leader (8-12) at 66<sup>th</sup> FSC