



CURRICULUM VITAE

PERSONALIA

Karine Caimo °29/03/1983
Domicile: Itterbeeksebaan 129/001 Belgian
1701 Itterbeek +32 (0)485055380
karine@caimo.be Driving License cat B

TRAINING

2016 Prince 2 Practioner
Sitecore XP8 Advanced user
2013 HTML5 & CSS3 training at Eduvision
2008 Web-development Training at VDAB
Access, SQL, PHP, HTML, XHTML, Flash, Dreamweaver, MySQL, Javascript, Drupal, Wordpress, jQuery, Visual basic, ...
2001-2003 Biology KULeuven Candidate: Distinction
1995-2001 ASO Science-Mathematics (8h) Paridaens Leuven
Additional trainings: Photoshop, Indesign and Illustrator at CVOLeuven
Photoshop professional at Eduvision
Google Analytics & Google Tag Manager at Wolters & Kluwer

PROFESSIONAL EXPERIENCE

October 2014-Present *Responsible for the different digital touchpoints of AG Insurance*
Tasks:

- Webmaster
- Project Manager on the Business side for all new releases
- Team coordinator of 3 webmasters
- Budget management for the development
- Test-Manager for the upgrade to Sharepoint 2013 & responsive design and all other releases
- Online marketing strategist: conversion optimization
- Responsible for the follow-up of digital campaigns
- SEO review of all pages

- Optimizing the publishing process (workflows) with internal and external copywriters
- Responsible for the briefing for new functionalities of the website
- Admin for Google Tag Manager: implementing trackingcodes on the website
- Delivering requirements for the migration from Webtrends to Google Analytics
- Delivering all technical requirements for the development of new features on the website and to improve the existing development
- Follow up of newsletter campaigns in Mailchimp
- Follow up of feedback & campaigns in Usabilla
- Legal strategy on the website
- Usability review of the funnels on the website
- Benchmark studies

June 2013-May 2016

Responsible Online Activities at BIVV-IBSR (Belgian Road Safety Institute)

Tasks:

- Administrator of all websites (bivv.be, goforzero.be & webshop.goforzero.be) and all campaign websites of BIVV-IBSR
- Online marketing strategist for the different road safety campaigns
- Project manager for different online projects
- Development of internal tools for automation laboalc.be, huisvandeveerkeersveiligheid.be
- Administrator of the social media channels (twitter, facebook, google+)
- SEO
- Development of the Intranet on Sharepoint 2013
- Project manager for the new website that was launched in april 2016

May 2013-October 2014

Front-end developer and UX designer on the Sharepoint intranet of the European Commission (MyIntracomm) at DG HR

Tasks:

- Development of internal html-newsletters
- Responsible for the creation and implementation of the look&feel of different DG intranets which have to be migrated to the MyIntracomm platform
- Responsible for the creation and implementation of a responsive webdesign for all corporate website on the MyIntracomm platform: Management Matters, MyHR and HR&Admin
- Helping the contributors of other DG's and corporate websites with tasks related to look & feel in Sharepoint.
- Changing the look&feel of corporate websites to fit in the new visual identity of the European Commission

- Development of an internal forum similar to Yammer on the MyIntracomm platform.

June 2013-Present

Digital Manager at BRSI (Belgian Road Safety Institute)

Tasks:

- Creation of the responsive look & feel of the BRSI intranet on Sharepoint 2013
- Responsible for the social media of Goforzero & Bob (Road Safety campaigns): Twitter, Facebook, Google+
- Creation of html newsletters for all the different activities of the BRSI: campaigns, knowledge center, PR, technical laboratories, ...
- End-responsibility for all the websites and online platforms of the BRSI: corporate, campaign-websites, control panels, ... This means development of new websites and control panels for different BRSI services and the coordination of internal contributors and external web-partners.
- Follow up of the results of all different online activities of the BRSI: Google Analytics, Engagor (social media), Addemar (mailings)

2012-2013

Web-coordinator for the launch of the webshop of Media Markt – Saturn Belgium

Tasks:

- Administration of mediamarkt.be and saturn.be
- Front-end development: responsible for the front-end of the e-commerce platform for Media Markt (going live mid May 2013)
- Development of the customer journey for the e-shop:
 - o Ameliorate usability
 - o The design of the advertisement possibilities on the website
- Inventing and development of alternative and supporting web applications for:
 - o The automation of product import
 - o Development of a B2B e-commerce website
 - o Follow up of the orders in the shops and the warehouse
- Translation of the offline campaigns into online by bannering, css-skins, dynamic pages, ...
- Amelioration of the SEO
- Follow up of trackingresults
- Coordination of the social media for the stores
- Development of new mailtemplates

2012-Present

Web-design and development for Rednod Support

Tasks:

- Development of custom web-applications in php
- Design in creation of complete Magento e-commerce websites

- Web-design for websites made in Fork CMS
- Integration of Ogone into e-commerce platforms
- Advise for the email-marketing of different SME's
- Advise for the management of social media for SME's
- Administration and development of rednod.be

2011-2012

Web-producer at BIVV-IBSR (Belgian Road Safety Institute)

Tasks:

- Creating mailings / newsletters for different platforms
- Follow up of the results of mailing campaigns
- Administration of all BIVV-websites (webshop, campaign websites of Goforzero and the BIVV-website itself) using the CMS and directly in the code
- Developing the structure of the new BIVV websites
- Follow up of the Google Analytics results
- Creation and administration of the Goforzero- and BOB-page on the social network sites (Facebook, Twitter and Google+)
- Custom webdevelopment (online surveys, whoiswho, intranet, registration module for courses, facebook-apps)
- Webdesign (mailings, banners, ...)
- Online strategy

2010-2011

PHP-developer at Tigron BVBA Zaventem

Programming web-applications, customer relations, web-design, design of new features in existing web-applications, system management...

2005-2008

Manager of own clothing store in Leuven

Tasks: Sales, accounting, choose collections, organizing events, participation in the neighborhood committee, designing the layout of the store, setting up the storefront, making own designs, setting up a customer bond, web-design, mailings, stock management ...

Business successfully left over.

PERSONAL QUALITIES

Communicative, friendly, sociable

Creative in thinking and acting, artistic

Organizational talent, hands-on mentality, self-reliant/Autonomous

Punctual and very diligent, good appearance

Enterprising, learning fast, analytical, inquisitive, willing to continue further training

KNOWLEDGE

Microsoft Power Point, Excel, Word, Access, Sharepoint Designer 2010-2013, Outlook, Office 365

PHP5, Html, xhtml, SQL, MySQL, Javascript, CSS, XML, jQuery, SOAP, Ajax, Smarty, HTML5, CSS3, Pear, twig, cakePHP

Fundamental knowledge of Linux (shell-scripting, commandline)

Adobe CS6 Photoshop, Dreamweaver, Illustrator, Indesign, Fireworks en Flash

Usage of browsers like Mozilla Firefox, Google Chrome, Safari, Internet Explorer

CMS: Good knowledge of Wordpress, Fork-cms, Sharepoint 2010-2013 and Drupal, fundamental knowledge of Silverstripe

Analytics tools: Google Analytics, Webtrends

Google Tag Manager & Google search console

LANGUAGES

Dutch: Mother tongue

English: Very good reading, speaking and writing

French: Very good reading, speaking and writing

REFERENCES

Fabrice Jaqcmin: Project manager at **DG HR European Commission**

Sophie Lismonde: Project manager Platform and services at **AG Insurance**

Tom Myny: Manager at **Tigron BVBA**

Jan Vandaele: Campaign manager at **BRSI**

HOBBY'S

Foodie, Salsa, Dance, Family, Swimming, Cycling, Traveling, Interior design, Architecture, Art, Fashion, Music, Reading, Culture