

*David Jacobs*

David Jacobs  
+32 473 41 00 63  
[david@dj-consult.be](mailto:david@dj-consult.be)

## PERSONAL INFORMATION

Name: David Jacobs  
Date of Birth: 14/12/1982  
Location: Mechelen  
Nationality: Belgian  
Languages: Dutch (native) / English  
License: B  
Phone: +32 473 41 00 63  
Email: [david@dj-consult.be](mailto:david@dj-consult.be)  
LinkedIn: [linkedin.com/in/dj-davidjacobs](https://www.linkedin.com/in/dj-davidjacobs)

## PROFILE

As a consultant and strategist with over 20 years of experience, I help companies develop and implement effective marketing strategies and business processes. My specialization lies in strategically positioning companies, leveraging growth opportunities, and optimizing operational processes. By combining my deep knowledge of marketing with hands-on experience in execution, I guide companies from start to finish in their strategic projects, ensuring sustainable results.

## CORE COMPETENCIES

- Marketing Strategy & Branding
- Strategic Positioning & Market Analysis
- Process Optimization & Tools Implementation
- Digital Transformation & Innovation
- Project Management & Execution
- CRM/ERP Implementations
- Leadership & Team Development

## TOOLS

- **Project Management:** Asana, Trello, Microsoft, Teamleader, Jira, BaseCamp, Notion, Slack, ...
- **CRM & Sales:** Teamleader, Filemaker, Moneybird, Odoo, Pipedrive, EasyFact, Custom, Teams, ...
- **Digitale Marketing:** Google Analytics, Mailchimp, SEMrush, Mailchimp, Flexmail, Brevo, Yoast, Canva, Trello, Hootsuite, StoryChief, Leadinfo, Hotjar, Meta, Adobe, Chat GPT, CapCut, Vimeo, Youtube, LinkedIn, Calendly, Kontentino, Willow...
- **Other Systems:** WordPress, WooCommerce, Shopify, Hygraph, Craft CMS, DNS, Synology, Tilroy (omnichannel), Mollie, Spark, Issuu, Apple, Microsoft, DNS, HTML, CSS, ...

## SKILLS

- **Networking & Relationship Building:** Proven track record in building strong business networks and leading diverse teams. Expertise in coaching and training different profiles and facilitating workshops to encourage knowledge sharing.
- **Creative & Strategic Thinking:** Strong in data analysis and developing innovative, customized solutions to optimize business processes. Driven to exceed client expectations.
- **Marketing Strategy & Upselling:** Experience in identifying and leveraging upselling and cross-selling opportunities through thorough market analysis and strong communication skills.
- **Process Optimization:** Specialist in streamlining business processes and implementing automated systems (CRM/ERP) to increase efficiency and scalability.
- **Health & Wellness:** Integrating preventive health strategies into business models with a strong focus on well-being and sustainable growth.
- **Experience & Expertise:** Over 20 years of experience in marketing, communication, and project management with successful projects for both startups and established companies.

## SOFT SKILLS

- **Leadership & Team Management:** A natural leader who inspires and motivates teams to achieve collective goals.
- **Communication & Collaboration:** Strong communicator focused on open, honest communication and building long-lasting, valuable relationships.
- **Problem-Solving Ability:** Solution-oriented thinking with a proactive approach to complex challenges.
- **Empathy & Personal Approach:** Focused on collaboration and long-term relationships, with the needs of both the client and the team at the forefront.
- **Adaptability:** Quick to shift between strategy and execution, with a flexible approach in dynamic environments.

## WORK EXPERIENCE

### 2020 - Present | DJ-Consult - Strategic Marketing & Branding Consultant

- Consultancy for various companies with a personal, strategic, and goal-oriented approach.

### 2022 - Present | Z+ Center - Preventive Health Center

- Co-founder of an innovative concept in the health industry.
- Consultant for marketing strategies and communication management.

### 2008 - 2024 | Publiplus - Your Business Partner

- Founder
- Leading a successful communication agency specializing in branding, websites, digital marketing, and more.
- Strategic guidance for clients in marketing communication and brand development.

## HIGHLIGHTED PROJECTS

**Role:** Project Lead, Marketing & Sales Optimization

**Client:** MECHELAIR

**Period:** 2023 - 2024

**Request:** Assist in the launch of communication, increase brand awareness, and optimize work processes.

**Description:**

- Coordination of communication management and account management.
- Support in branding and digital marketing strategies.
- Implementation of CRM system.
- Introduction of automated processes for customer activation, maintenance, and review management.
- More efficient business operations and leveraging growth opportunities.

**Added Value:** Achieved stable growth without growing pains, with communication, processes, and recruitment aligned with the company's strategic goals.

**Tools:** WordPress, Adobe, Teamleader, Trello, Zapier, Craft CMS, Brevo, Google, META

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**Role:** Co-founder / Consultant for Marketing Strategies and Communication Management

**Client:** Z+ CENTER

**Period:** 2022 - 2024

**Request:** Develop a solution to help people become less dependent on traditional medicine and maintain their energy and health.

**Description:**

- Responsible for both content development and strategic market rollout, with a focus on preventive health.
- Successful marketing strategy leading to rapid growth and brand recognition.
- Strong focus on preventive health and customer-focused solutions & implementation of innovative tools.

**Added Value:** Within one year, the company became a leader in the sector and was sold to the Colruyt group.

**Tools:** Adobe, Teams, Craft CMS, Flexmail, StoryChief, Trello, Notion, Shopify, Mollie, Google Ads, Meta, LinkedIn, Yoboo

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**Role: Marketing Manager & Project Manager**

**Client:** PITPOINT

**Period:** 2017 - 2020

**Request:** Increase brand awareness for PitPoint (CNG sector).

**Description:**

- Development of a strategic marketing plan that could be quickly implemented.
- Activation of partnership deals through events with gas stations and car dealerships.
- Strengthened PitPoint's market position.

**Added Value:** Exponential growth within two years, leading to PitPoint's acquisition by Total Energy.

**Tools:** Basecamp, SEMrush, Adobe, WordPress, Google tools, LinkedIn, YouTube, API, Slack

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**Role: Sponsorship & Project Manager**

**Client:** WWSV - WIND & WATERSPORT VLAANDEREN & TEAM BELGIUM

**Period:** 2019 - 2020

**Request:** Help Total Energy create a greener image.

**Description:**

- Set up a sponsorship deal with the WWSV Sailing Team.
- Coordinated the sponsorship project in Spain, Portugal, and Belgium.
- Involvement of clubs, athletes, media, and partnerships.

**Added Value:** Created a win-win situation for WWSV, Sport Vlaanderen, and Team Belgium, while strengthening Total Energy's green image and gaining positive media attention.

**Tools:** Trello, Adobe, WordPress, Google tools, LinkedIn, YouTube, API, Slack, Vimeo

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**Role: Strategic Marketing & Account Manager**

**Client:** AUTHENTAGE

**Period:** 2021 - 2023

**Request:** Increase online visibility and focus on the B2B target audience.

**Description:**

- Development of a strategic approach for effective audience targeting.
- Implementation of a unique catalog and lookbook for B2B customers.
- Automation of marketing processes.

**Added Value:** Increased customer engagement and revenue growth through improved online experience and automated marketing.

**Tools:** Trello, Shopify, Kontentino, Pinterest, Meta, Li

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**Role: Project & Account Manager, Branding Manager**

**Client:** SCHOLENGROEP 9 - UN!K SCHOLENGROEP

**Period:** 2021 - 2022

**Request:** Rebrand the school group.

**Description:**

- Coordination of the entire rebranding process, including the name change and website development.
- Involvement in the implementation of the new corporate identity to improve visibility and attractiveness.

**Added Value:** The new branding resulted in higher visibility and interest from potential employees and students.

**Tools:** Trello, Teams, Adobe, Slack, WordPress, META, Microsoft

## ADDITIONAL INFORMATION

**Family & Health:** I am a proud father of three and committed to a healthy lifestyle both personally and professionally. My passion for preventive health plays a central role in everything I do, both at work and outside of it.

**Sports & Wellness:** In my free time, I stay active through fitness and cycling. I strongly believe in the power of a healthy mind in a healthy body, and I try to extend this philosophy into my work and projects.

**Lifelong Learning:** I constantly strive to develop myself by embracing new technologies and strategies. I enjoy quickly mastering new trends and tools and applying them to help businesses grow.