



Gaëtan LEJEUNE

Digital Communication & Content Specialist

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DIGITAL CONTENT | STORYTELLING | INTERNAL & EXTERNAL COMMUNICATION

ABOUT ME

Digital communication and content specialist experienced in creating clear and engaging messaging across internal and external channels. Strong storytelling skills, translating complex information into structured and accessible communication through websites, newsletters and digital platforms.

Recognised for bringing people together through communication, fostering collaboration between teams and stakeholders to support engagement and organisational objectives. Reliable and enthusiastic professional, combining editorial strength with rigour to deliver impactful digital content.

COMPETENCIES

Content Development & Copywriting | Digital Communication (Internal & External) | Storytelling & Brand Messaging | Digital Engagement | Marketing Communication | Analytics & A/B Testing | Cross-functional Collaboration

PROFESSIONAL EXPERIENCE

Digital Content Marketeer & Copywriter | EBP 06/23 – 01/26

- Managed and published French digital content across website, newsletters and social media
- Developed and optimised SEO-driven content to improve organic visibility and engagement
- Planned and maintained an editorial calendar to ensure consistent, on-brand content delivery
- Managed social media presence (LinkedIn, Facebook) to boost brand visibility and engagement

Communication Specialist (Internal & External) | CERP 01/23 – 05/23

- Developed and implemented internal and external communication initiatives
- Produced corporate communication materials and wrote content for internal and external audiences

Digital Marketing Communication Specialist | Holcim 07/21 – 09/22

- Implemented and monitored the external digital communication plan with an agency
- Managed Belgian press relations: writing releases and coordinating media contacts
- Delivered digital communication projects (video, emailing, website updates, newsletters)

Internal & External Communication Manager | Institut Libre Marie Haps 11/18 – 04/19

- Developed and implemented institutional communication plans for diverse audiences
- Managed communication channels (press, website, social media, intranet)
- Coordinated institutional events and press/media relations

Coordinator & Communication Director | City of Brussels 08/18 – 10/18
Managed website and social media communication for a municipal electoral campaign
Created and reviewed campaign communication materials
Coordinated with communication team and press contacts

B2C Customer Support Manager / Team Leader | TELENET - BASE 12/99 – 12/17
B2C Customer Support Team Leader – 10+ years management experience.

TOOLS

WordPress (CMS) | GA4 | SEMrush | HubSpot | Microsoft Office | Google Workspace | AI-assisted content creation

LANGUAGES

French (native) – Dutch (B2.3) – English (B2)

EDUCATION

IHECS Academy - Certificat en stratégie de communication web 2019

IHECS Academy - Certificat en stratégie de communication des
organisations & intelligence collective 2016

UCLouvain - Master in political sciences 1999

ISFSC - Bachelor in communication 1995

HOBBIES

Marathon (London) - 20km de Bruxelles - badminton – travel – oenology