



Gaëtan LEJEUNE

Digital Communication & Content Specialist

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INTERNAL & INSTITUTIONAL COMMUNICATION | STORYTELLING | DIGITAL CONTENT

ABOUT ME

Digital communication specialist with 10+ years of experience across corporate, institutional and B2B environments. A natural storyteller, I turn complex ideas into clear, engaging content across websites, newsletters and campaigns that inspires people to get involved, not just read along.

Recognised for bringing people together through communication, from internal ambassador initiatives to cross-functional campaigns with agencies and stakeholders. Genuinely enthusiastic about every project I take on.

COMPETENCIES

Internal & Corporate Communication | Content Strategy & Copywriting | Storytelling & Editorial Content | Stakeholder & Agency Engagement | Multichannel Campaigns | Event Communication | SEO & Website Content | Analytics & Performance Monitoring | AI-assisted Content Creation

PROFESSIONAL EXPERIENCE

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

- Led French content strategy and copywriting across the website, newsletters and social media, including French copy for a full website relaunch
- Developed SEO-driven content to improve organic visibility and engagement
- Planned and maintained the editorial calendar to ensure consistent, on-brand content delivery
- Managed social media presence on LinkedIn and Facebook to strengthen brand visibility
- Initiated an internal ambassador program to extend communication reach and employee engagement

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

- Developed and implemented multichannel communication initiatives and materials for internal and external audiences

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

- Coordinated multichannel communication campaigns within a multinational matrix organisation, working with agencies and internal stakeholders
- Managed Belgian press relations, writing releases and coordinating media contacts
- Coordinated the Go4Zero campaign, engaging local stakeholders and supporting a ministerial visit
- Delivered digital projects: video, emailing, website updates and 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
Created and launched the internal staff newsletter

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

Indirect Channel Service Center Manager / Team Leader Customer & Sales Support
TELENET - BASE 12/99 – 12/17
18-year career progression within a leading B2C telecom operator, including 8 years leading teams of up to 10 people, coordinating communication with the dealer network and driving operational improvements
Strong customer-centric background built in a demanding B2C environment

TOOLS

WordPress (CMS) | GA4 | SEMrush | HubSpot | Canva | Adobe Suite (basics) | 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

CONTINUOUS TRAINING

CEFORA - AI Potential for Marketing	2026
CEFORA - Google Analytics 4	2026
CEFORA - Effective Prompting for AI at Work	2026
CEFORA - Persuasion Psychology and Communication	2026

HOBBIES

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