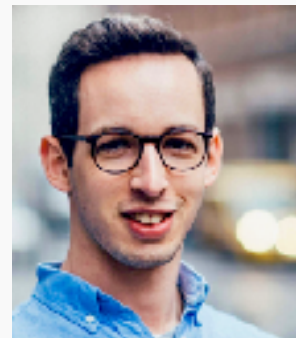


# Jean-Marc Santolin

Young graduate in commercial communication, previously volunteer in the Philippines.

Main strengths: problem-solving and learning ; strong, both strategic and creative vision ; particularly strong social skills.

French and English speaker, comfortable in Dutch.



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## Experience

OCT 2018 – MAR 2019

### Marketing Volunteer

Field, strategy for acquisition and retention of donors, content marketing, social media and Facebook ads, administrative work and partnerships management, team training.

→ [Kaloob Foundation, Manila, Philippines // kaloob.ph](#)

JUN 2018 – AUG 2018

### Marketing Intern

Implementation of a data management system saving 10h per month, building of chatbot as promotion support, engagement on Instagram @topsifybe x 12, Facebook ads. Internship proposed by Warner Music as reponse to a public [application project](#) for Spotify.

→ [Warner Music Benelux, Brussels // warnermusic.be](#)

JAN 2012 – JAN 2017

### Project management & social media

Side project. Educational videos for Mac. Content marketing, social media management, SEO, project management. 18 000 Youtube subscribers, 2000 Facebook likes, partnership with one of the main websites on the topic (Mac4ever).

→ [JM et son Mac // youtube.com/lesastucesdejm](#)

SEP 2017 – MAR 2018

### Event marketing

Side project. Member of the organizing team and communication manager for the amateur play "Le Pardon de Sophie". Strategy that allowed to reach 738 seats sold.

→ [Le Pardon de Sophie](#)

## Education

SEPT 2016 – JUN 2018

### Master comm. commerciale

Master in Commercial Communication. Thesis marketing strategy comparison Tesla vs BMW. 360 Campaign for Win for Life.

→ IHECS, Brussels // [ihecs.be](https://ihecs.be)

JUN 2017

### Inbound Marketing Certification

→ Hubspot // [academy.hubspot.com](https://academy.hubspot.com)

SEP 2015 – JAN 2016

### Management en communicatie

Language exchange in Antwerp.

→ AP Hogeschool, Anvers // [ap.be](https://ap.be)

SEP 2013 – JUN 2016

### Bachelor in communication

First year of bachelor at the ULB followed by a passerelle to the IHECS.

→ ULB, IHECS // [ulb.be](https://ulb.be)