

LEAD GENERATION

BRANDING

ADS & PROMOTION

PR

INNOVATION

AI

STRATEGY

TECHNOLOGY

DATA ANALYTICS

CONTENT CREATION



# Jonathan Lecocq

Senior Marketing & Communications Manager

Expert in Digital Marketing Strategy

Multimedia Content Creator

## PROJECTS & SKILLS PORTFOLIO

# 2025

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## Introduction

### About me

Since adolescence, I have been captivated by human behavior, particularly in social psychology, which led me to pursue a degree at the Faculty of Psychological Sciences and Education at **UMons**. During my studies, I also discovered a passion for video production and multimedia communication, which I explored through freelance work for various companies.

I initially tried to apply psychology in a practical setting through human resources and management. My time as a Production Supervisor & Trainer at **Caterpillar** gave me insight into team dynamics and leadership but also made me realize that my passions lay more in communication and creativity. This prompted a major pivot: I joined **TagExpert** as a Digital Media Manager, where I spent five formative years deepening my expertise in video production, graphic design, website creation, SEO, and community management.

Five years later, I transitioned to **OncoDNA**, a biotech company and former client of

TagExpert, where I significantly honed my marketing and external communication skills. It was during this time that I realized how fulfilling it is to work for a company dedicated to improving patients' quality of life. This realization has since guided my career choices.

This growing interest in the biotech sector led me to **MaSTherCell** (now **Catalent**), and later to **Exothera** and finally **Quantoom Biosciences**, where I currently serve as Marketing & Communication Manager. At each of these companies, I have been able to combine my expertise in communication with my passion for contributing to life-changing innovations.

Alongside this journey, I've pursued continuous training in areas such as external communication, social media management, Google tools management, artificial intelligence, and strategic marketing—through renowned institutions like **IHECS** and **Harvard Business School**—driven by a strong sense of curiosity and adaptability.





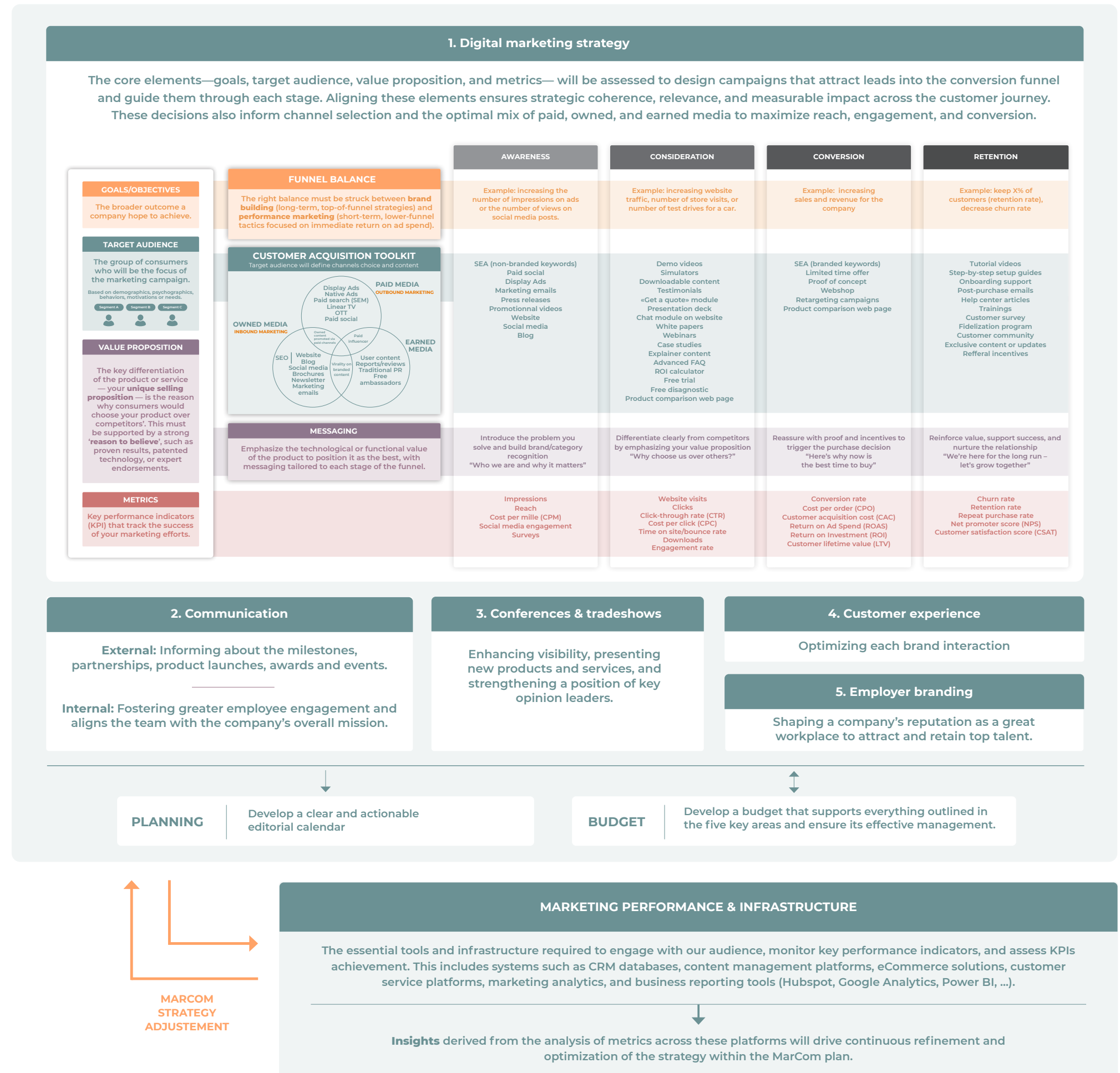
# The marketing and communication plan

## From Strategy to Execution

An annual marketing and communication plan ensures that both strategic marketing initiatives and brand communications stay aligned with evolving business goals, market dynamics, and stakeholder expectations. It provides a clear framework to evaluate past performance, refine tactics, reallocate budgets, and address emerging opportunities or challenges.

This plan guides how to attract and convert leads through a well-defined digital marketing strategy (1), reinforces consistent internal and external messaging (2), supports brand presence through conferences and tradeshow (3), enhances every touchpoint across the customer experience (4), and strengthens employer branding (5). It also ensures strategic planning and budget allocation are aligned with objectives, timelines, and available resources—enabling structured execution across all activities.

Finally, the right tools and performance infrastructure are critical to track KPIs and generate actionable insights. These insights inform continuous improvement and strategy adjustment, helping refine campaign effectiveness and optimize future planning and investments.



# 1. Digital Marketing

Digital marketing is a cornerstone of marketing strategy, offering a diverse array of tools to enhance visibility and engagement while optimizing budgets. A key objective is to attract prospects and guide them through a structured conversion funnel, ultimately generating qualified leads for the sales team. Strategically leveraging digital channels and delivering high-value content can maximize reach, drive conversions, and ensure a seamless transition from awareness to acquisition.



## WEBSITES

The foundation and central hub for the marketing strategy.

## SEM

Maximize online presence through **SEO** (Search Engine Optimization), **SEA** (Search Engine Advertising), and **SMO** (Social Media Optimization).

## SOCIAL MEDIA

Rapidly boost visibility and enhance the company's reputation among online audiences.

## SCIENTIFIC CONTENT

Establish authority and thought leadership through **white papers, articles, webinars, case studies, and more.**

## MARKETING CONTENT

Promote company activities using a variety of formats, including **videos (corporate films, testimonials, case studies), ads, infographics, LinkedIn posts, photos, and posters.**

## KPI ANALYSIS

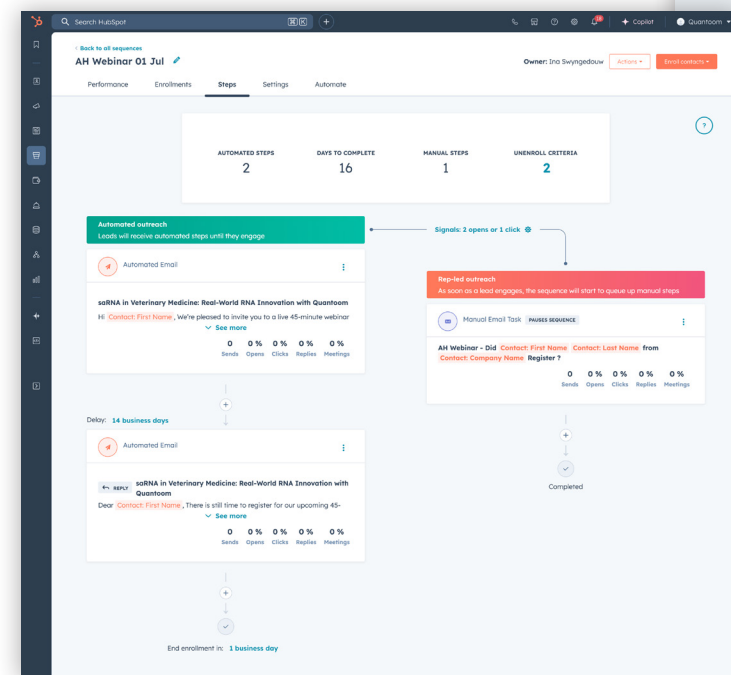
Track key performance indicators to refine and optimize the marketing plan.



# Maximizing Growth with Powerful All-in-One Platforms

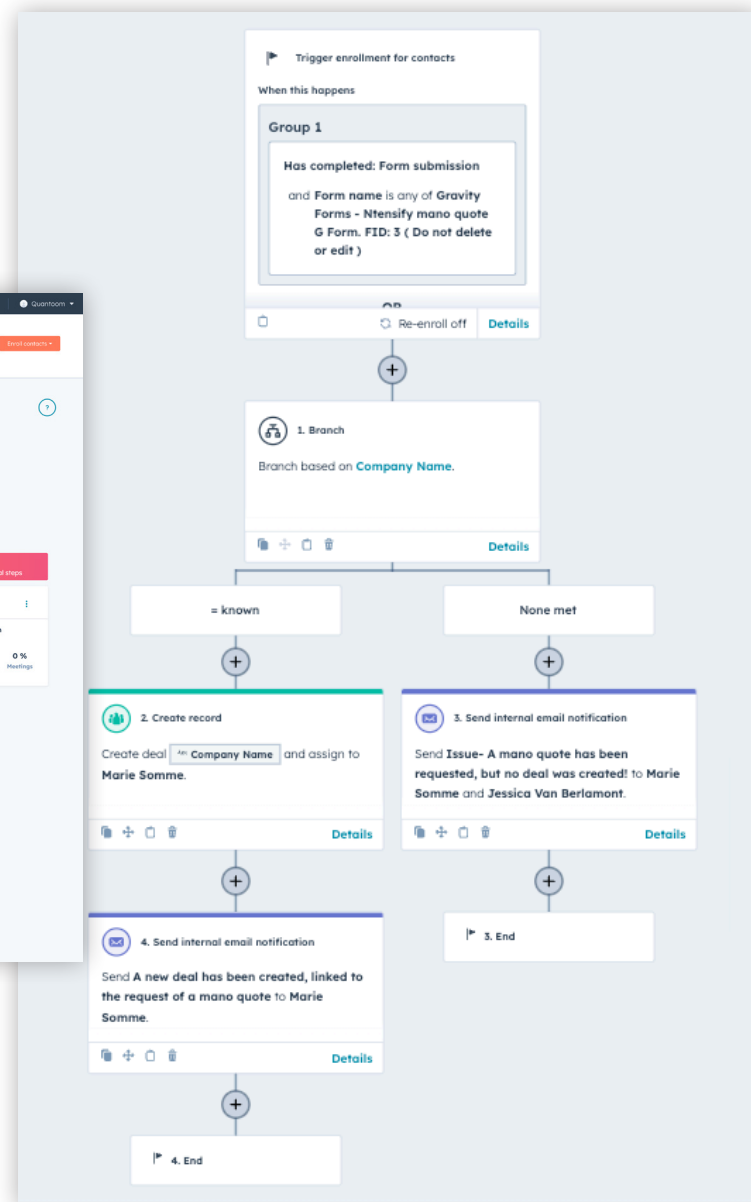
With five years of experience using HubSpot, I've seen firsthand how all-in-one platforms like HubSpot or Salesforce go far beyond basic CRM functionality, providing essential tools for marketing, sales, customer service, and content management. These platforms centralize key activities such as email marketing, lead generation, pipeline tracking, and customer support, allowing businesses to streamline operations and enhance customer engagement. Their integration ensures that data flows seamlessly across departments, enabling teams to make informed, data-driven decisions that boost efficiency and drive growth.

In my experience, platforms like HubSpot are at the core of a successful marketing strategy, acting as a central hub that connects all customer interactions. By managing everything from marketing campaigns to sales tracking and post-sale support in one place, these tools simplify workflows, improve team alignment, and ultimately lead to better business outcomes.



► Example of a “sequence” workflow into HubSpot

**HubSpot**

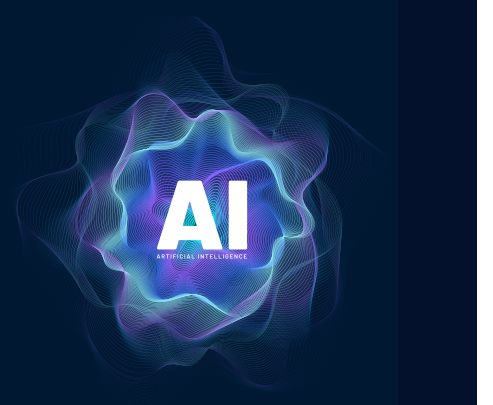


► An example of a workflow built in HubSpot

# Harnessing Generative AI for Smarter Marketing and Communication Strategies

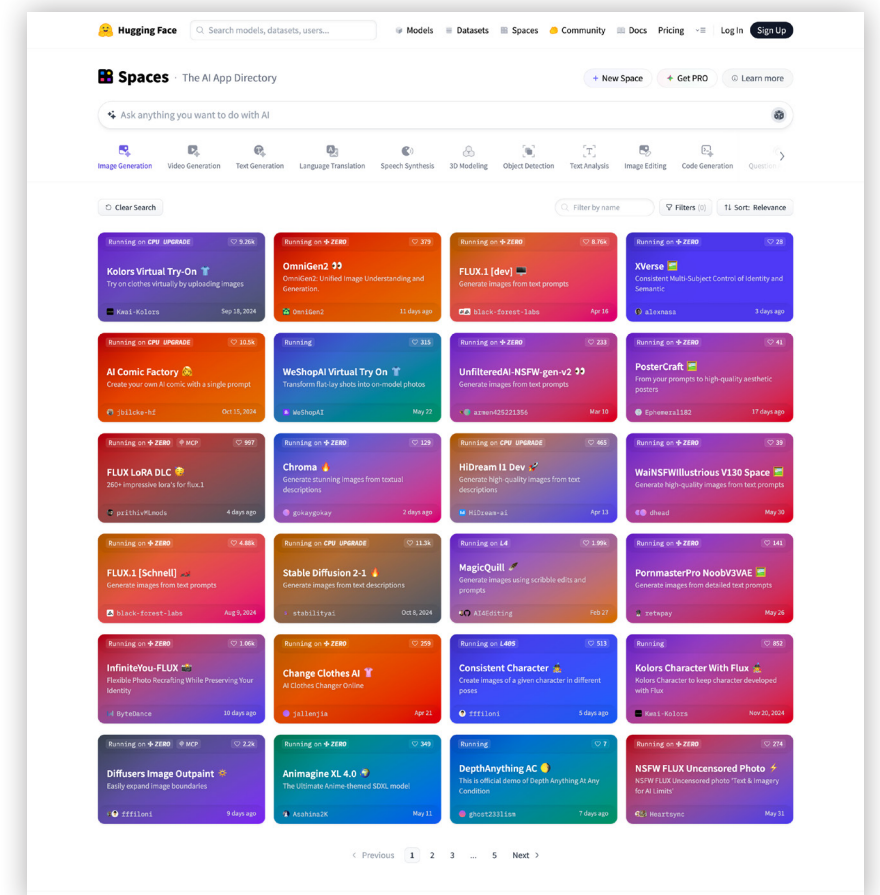
The integration of generative AI into marketing, communication, and PR is reshaping how brands engage with audiences, craft content, and manage campaigns. These tools enable hyper-personalized messaging by analyzing vast datasets and generating content that resonates with specific segments. From writing ad copy and social posts to designing banners and videos, generative AI accelerates creative workflows while optimizing for performance across channels. It also enhances real-time personalization, facilitates dynamic content testing, and powers audience segmentation, predictive analytics, and trend detection—transforming every stage of the marketing funnel.

I continuously refine my expertise with these technologies to ensure their strategic use in campaign planning and execution. I stay ahead by exploring new tools, monitoring ethical and privacy concerns, and balancing automation with human insight to keep content authentic and impactful. This forward-thinking approach allows me to deliver innovative, data-driven marketing solutions—while staying aligned with both sustainability goals and the evolving expectations of modern audiences.



Here's an example of a website listing AI apps and tools, organized by category

Go to the website



## Website management

I am highly skilled in all aspects of website creation and daily management, with a strong focus on content management systems (CMS) like WordPress. Beyond technical expertise, I have extensive experience in content writing and audiovisual production. I have successfully

|                       | OncoDNA | MaSTherCell | Exothera | Quantoom |
|-----------------------|---------|-------------|----------|----------|
| Wireframes creation   | —       | •           | •        | •        |
| Content management    | •       | •           | •        | •        |
| Day-to-day management | •       | •           | •        | •        |
| SEM                   | •       | —           | •        | •        |

I led the development of multiple websites for the companies I've worked with, and I also built my own website: [www.begoodhigh.com](http://www.begoodhigh.com)

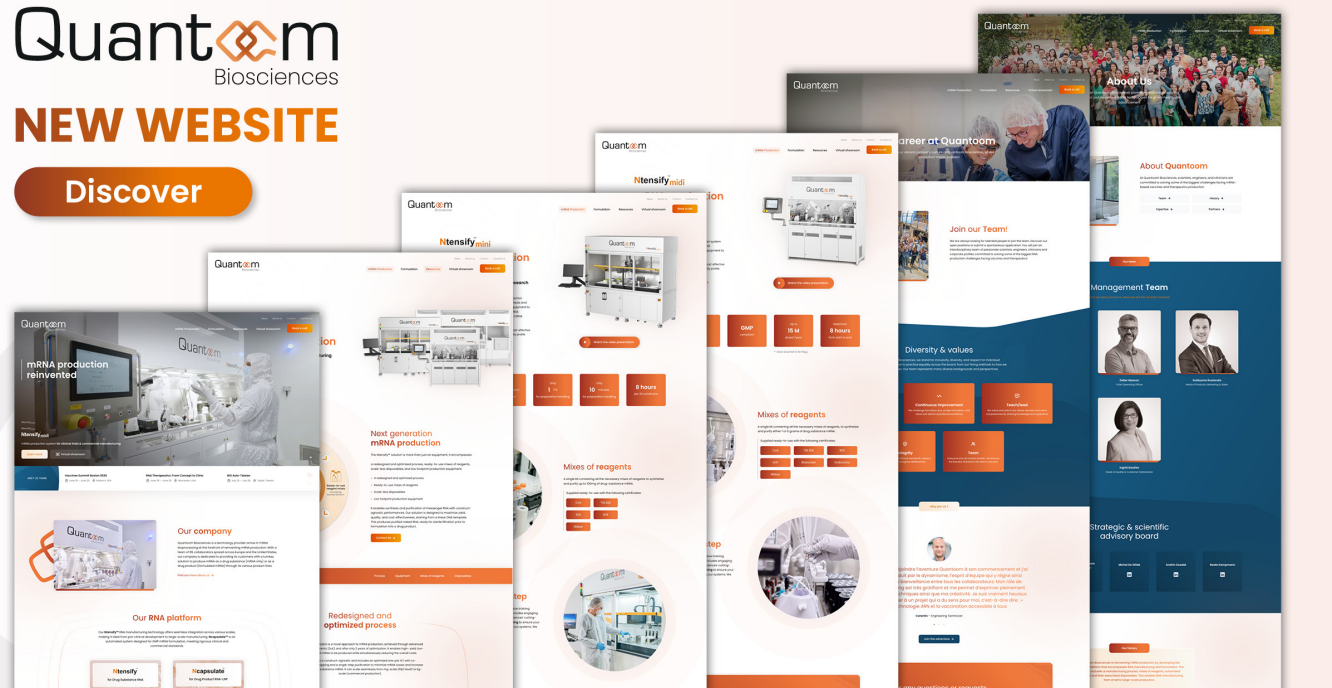
### WORDPRESS

I have extensive expertise in WordPress, a powerful open-source platform for creating and managing professional websites. It offers an easy and efficient way to update and maintain content on a daily basis.



## Quantoom Biosciences NEW WEBSITE

Discover



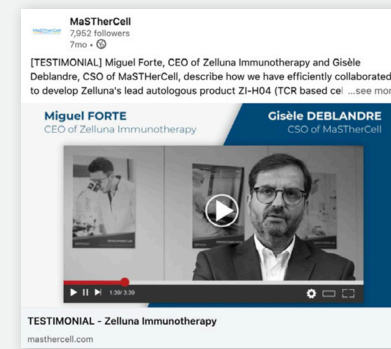
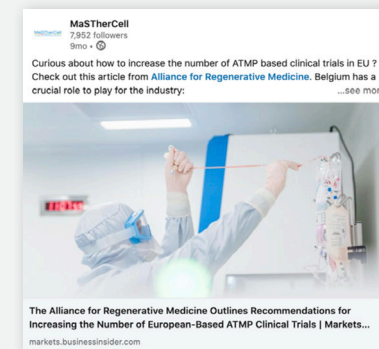
## Social media

I have effectively managed social media channels for multiple companies, handling everything from content creation to campaign management. My work has primarily focused on LinkedIn, Facebook, and Twitter, where I've overseen the execution of targeted

|                | OncoDNA | MaSTherCell | Exothera | Quantoom |
|----------------|---------|-------------|----------|----------|
| Posts          | •       | •           | •        | •        |
| Community Mgmt | •       | •           | •        | •        |
| Advertising    | •       | •           | •        | •        |

campaigns, increased engagement, and strengthened brand visibility. I've developed strategies tailored to each platform, ensuring that content resonates with the audience and aligns with business goals.

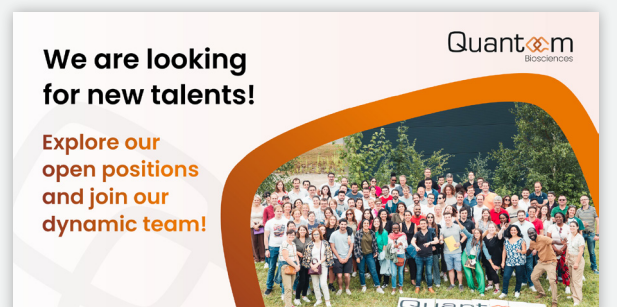
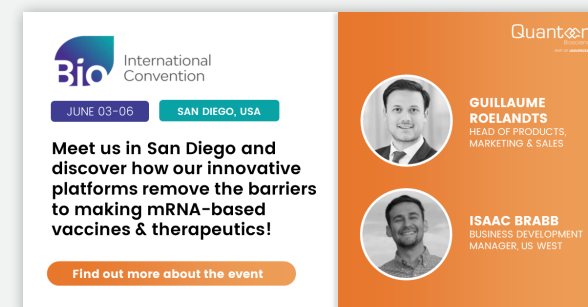
MaSTherCell



OncoDNA



Quantoom Biosciences





# Scientific content

Creating high-quality scientific content is crucial for establishing and reinforcing a company's position as a Key Opinion Leader (KOL). In every biotechnology company I've worked for, I have managed the development, publication, and promotion of various types of scientific

|              | OncoDNA | MaStherCell | Exothera | Quantoom |
|--------------|---------|-------------|----------|----------|
| Webinars     | •       | •           | •        | •        |
| Articles     | •       | •           | •        | •        |
| White papers | •       | •           | •        | •        |

content (including white papers, case studies, and expert webinars) ensuring they enhance the company's authority and leadership in the industry.

## Example #1 - White Papers

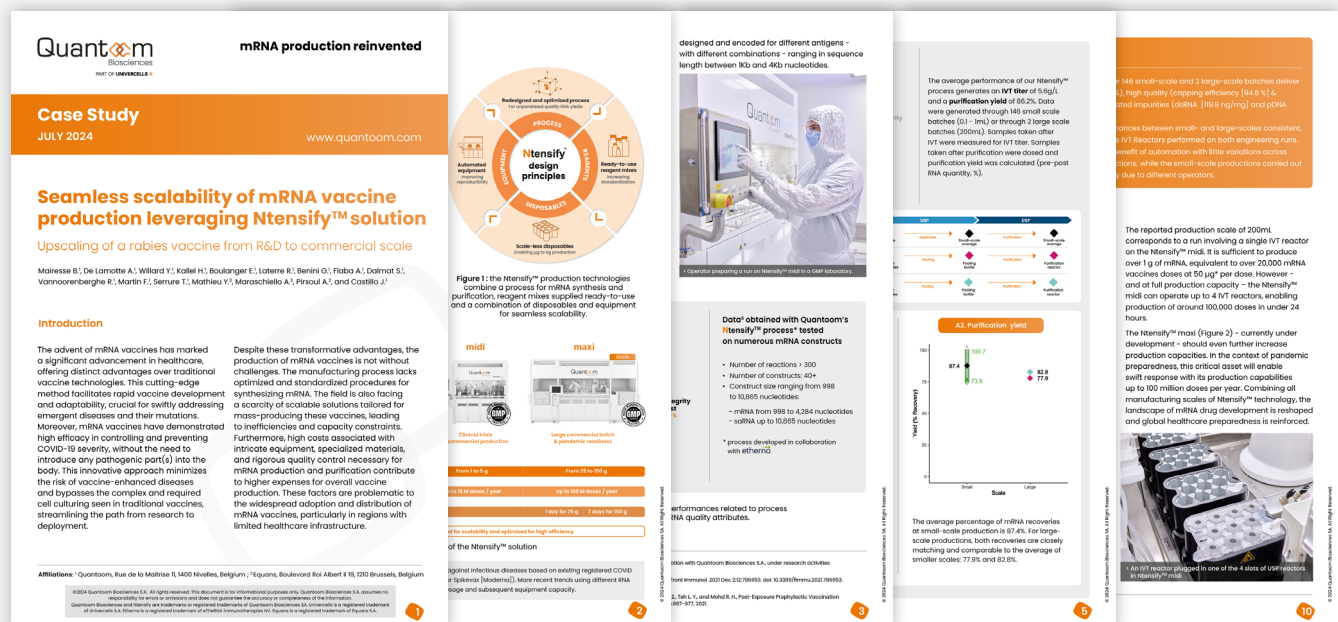


## Example #2 - Articles



## Example #3 - Webinars

Organizing a webinar requires thorough preparation ahead of time. It's important to promote the event across multiple channels—as shown in the diagram, this includes LinkedIn posts and ads, as well as marketing emails—to drive as many users as possible to the landing page. Platforms like HubSpot make it easy to automate the process by setting up workflows that send confirmation, reminder, and follow-up emails. After the webinar, it's also valuable to keep the content accessible by turning the landing page into an on-demand webinar page on your website, extending its impact over time.



1 month before the event

Marketing email pointing to the landing page

LinkedIn Ad pointing to the landing page

Website landing page  
Containing the Hubspot form

Email sent with all the information

Registered added to a specific list

1 week + 1 day before the event

Reminder emails

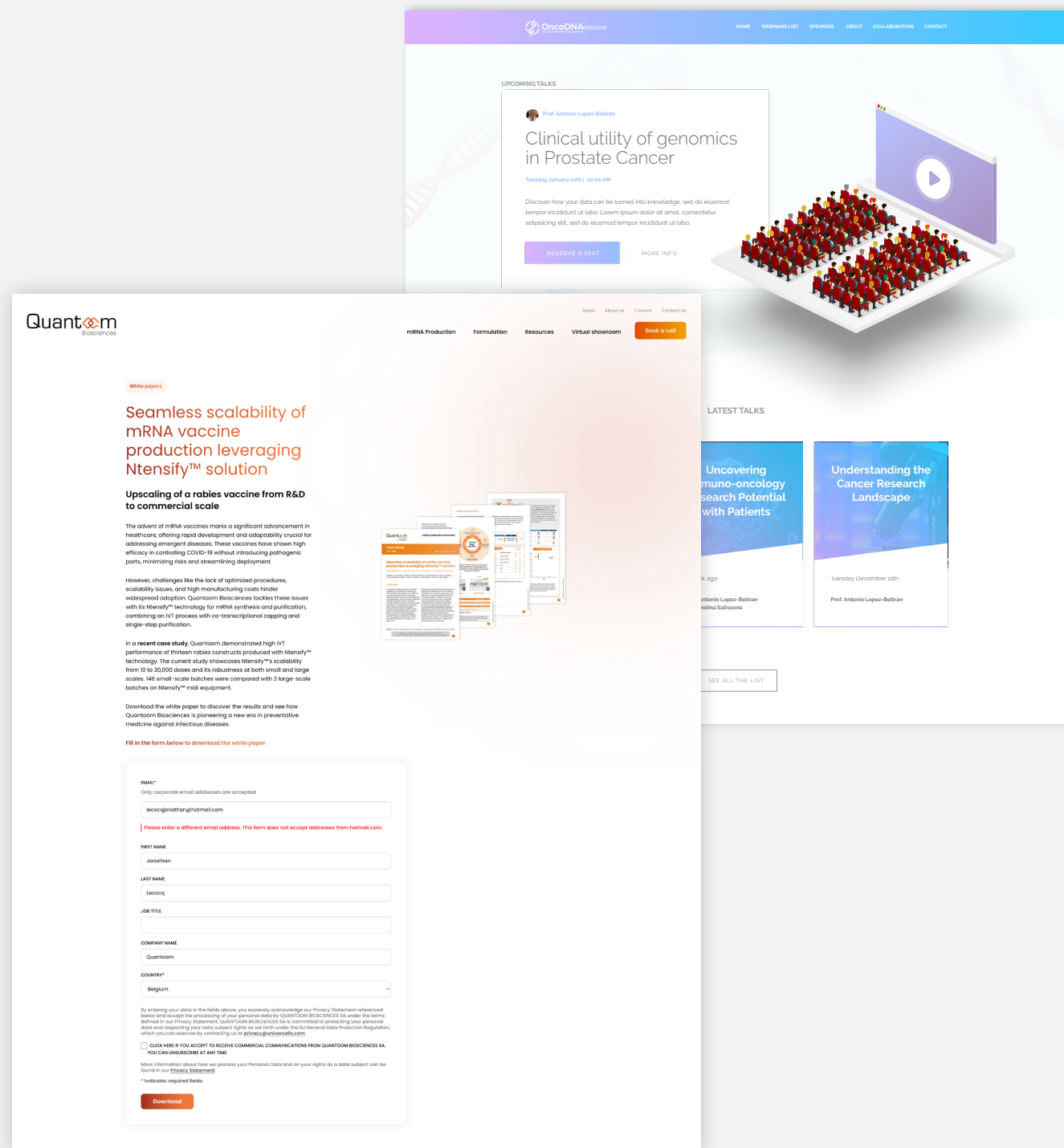
1 day after the event

Thank you email with the recording and CTA contact us

Website landing page  
Transform the landing page into a "ON-DEMAND WEBINAR" landing page

## LANDING PAGES

To capture email addresses and generate leads, creating landing pages is essential. These pages encourage users to complete a brief form in exchange for access to valuable content. At Exothera and Quantoom Biosciences, all our landing pages were integrated with **HubSpot**, enabling us to seamlessly enroll contacts into targeted campaign workflows and nurture them through the marketing funnel.



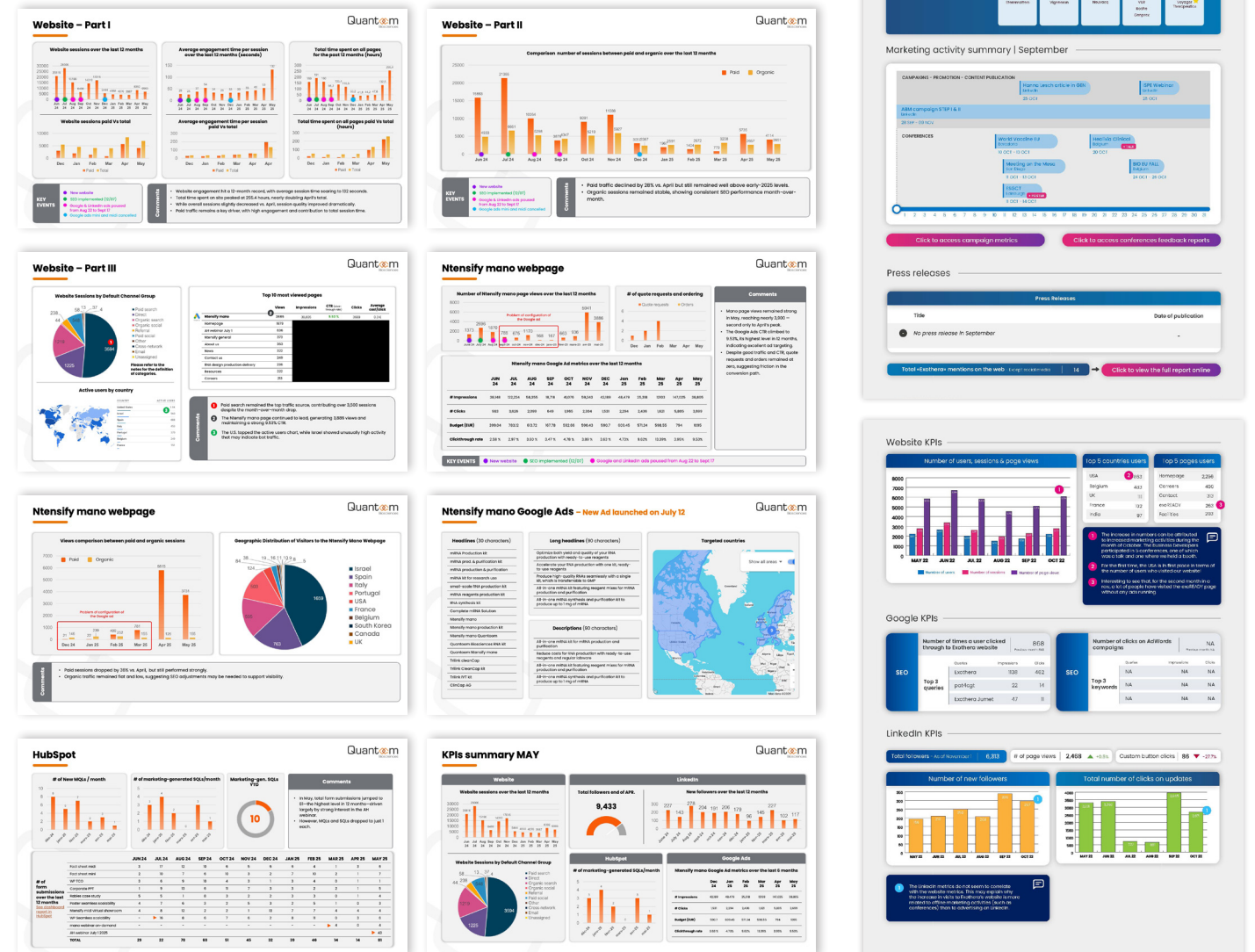
## KPI Analysis

One of the greatest advantages of digital marketing is the wealth of data available to measure the performance of your content and campaigns. Whether launching ad campaigns on platforms like AdWords or social media, and analyzing their

|                    | OncoDNA | MaSTherCell | Exothera | Quantoom |
|--------------------|---------|-------------|----------|----------|
| Facebook Insights  | •       | •           | —        | —        |
| LinkedIn Analytics | •       | •           | •        | •        |
| Google Analytics   | —       | •           | •        | •        |

outcomes, it can be highly beneficial to work with external service providers. These experts stay current on trends, algorithm updates from Google, and evolving rules across social media platforms, ensuring your strategies remain effective and compliant.

## Examples of KPI reports





# Marketing content

In addition to scientific content, various types of media can be created to boost a company's visibility across social media, websites, magazines, company premises, and conferences. These include corporate videos, short video ads,

|                             | OncoDNA | MaSTherCell | Exothera | Quantoom |
|-----------------------------|---------|-------------|----------|----------|
| Video creation              | •       | •           | •        | •        |
| Photo shooting              | •       | •           | •        | •        |
| Social media posts creation | •       | •           | •        | •        |
| Poster creation             | •       | •           | •        | •        |

testimonials, advertising posters, and social media posts. With over 15 years of experience in video production and post-production, I bring a wealth of expertise to these projects. Additionally, I hold a drone pilot's license, allowing for more dynamic and creative video content.

## Example #1 - Video Presentations

Click on the play icon to access a video.



BegoodHIGH - Company specialized in aerial shots



Exothera - A viral vectors and nucleic acids CDMO



MaSTherCell - A gene therapy CDMO



Digital Orthopaedics - Digital health company

## Example #2 - Virtual showroom

Click here to discover

Created by  
**XRintelligence**  
Extended Reality

Quantoom Biosciences

News About us Careers Contact us

mRNA Production Formulation Resources Virtual showroom Book a call

Ntensify™ midi

Virtual showroom

Easy access

Navigation controls

- Click and hold the left mouse button to rotate.
- Scroll to zoom in and out.
- Hold the Shift key and the left mouse button while moving your mouse to move sideways.

Find out more about the Ntensify™ midi →

Home

Guided tour

Launch Robot animation

Launch Explode

Process

- USP
- DSP

Benefits

- Change slide
- Less reagents
- Scale-less design
- Intensified and chained workflow
- Low facility footprint

Show labels (mixes)

Show dimension

Show annotation

Show room

Play Animation

For any questions or requests

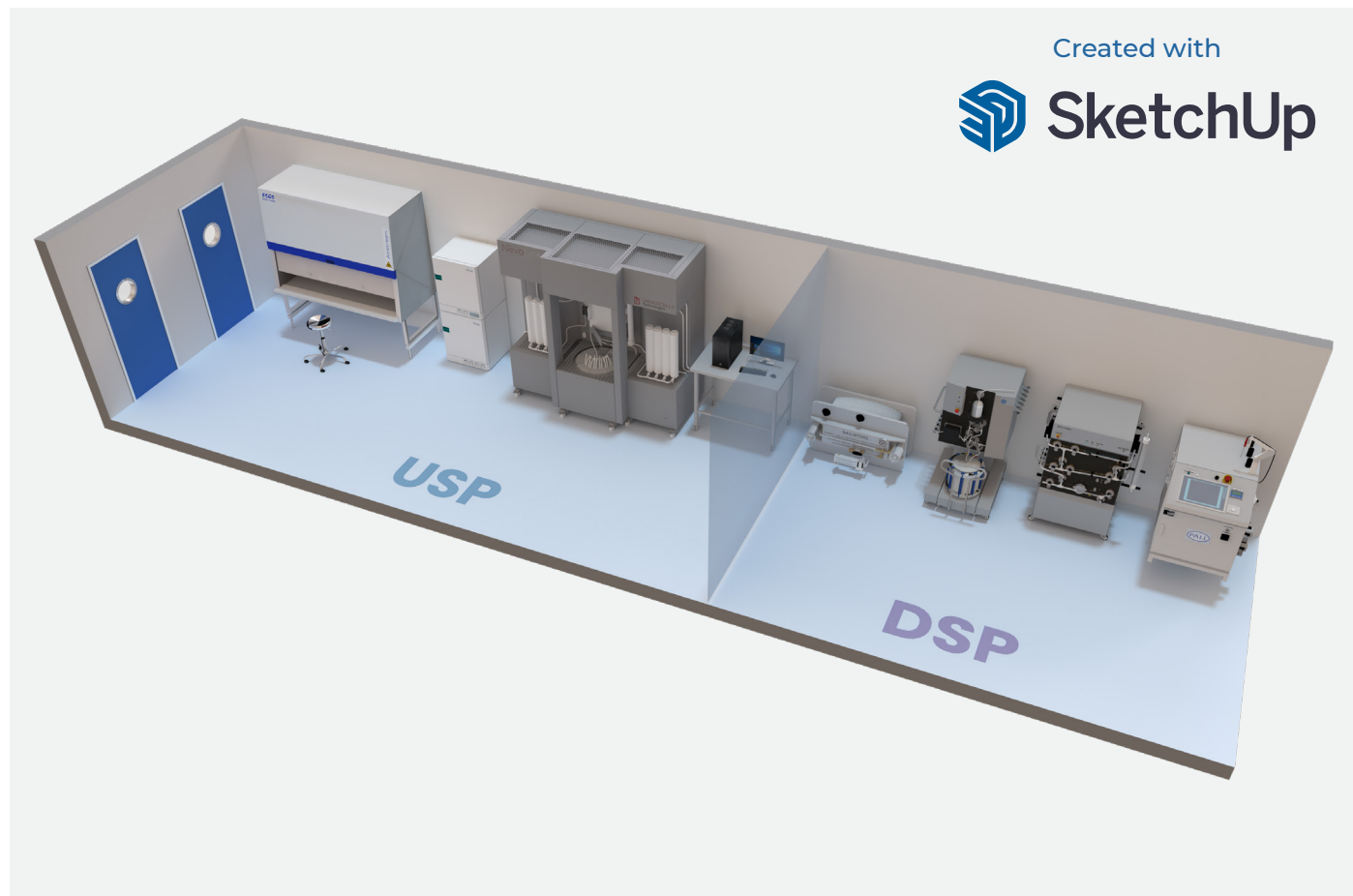
Please contact us and we will respond quickly!

Book a call Contact us



### Example #3 - 3D design

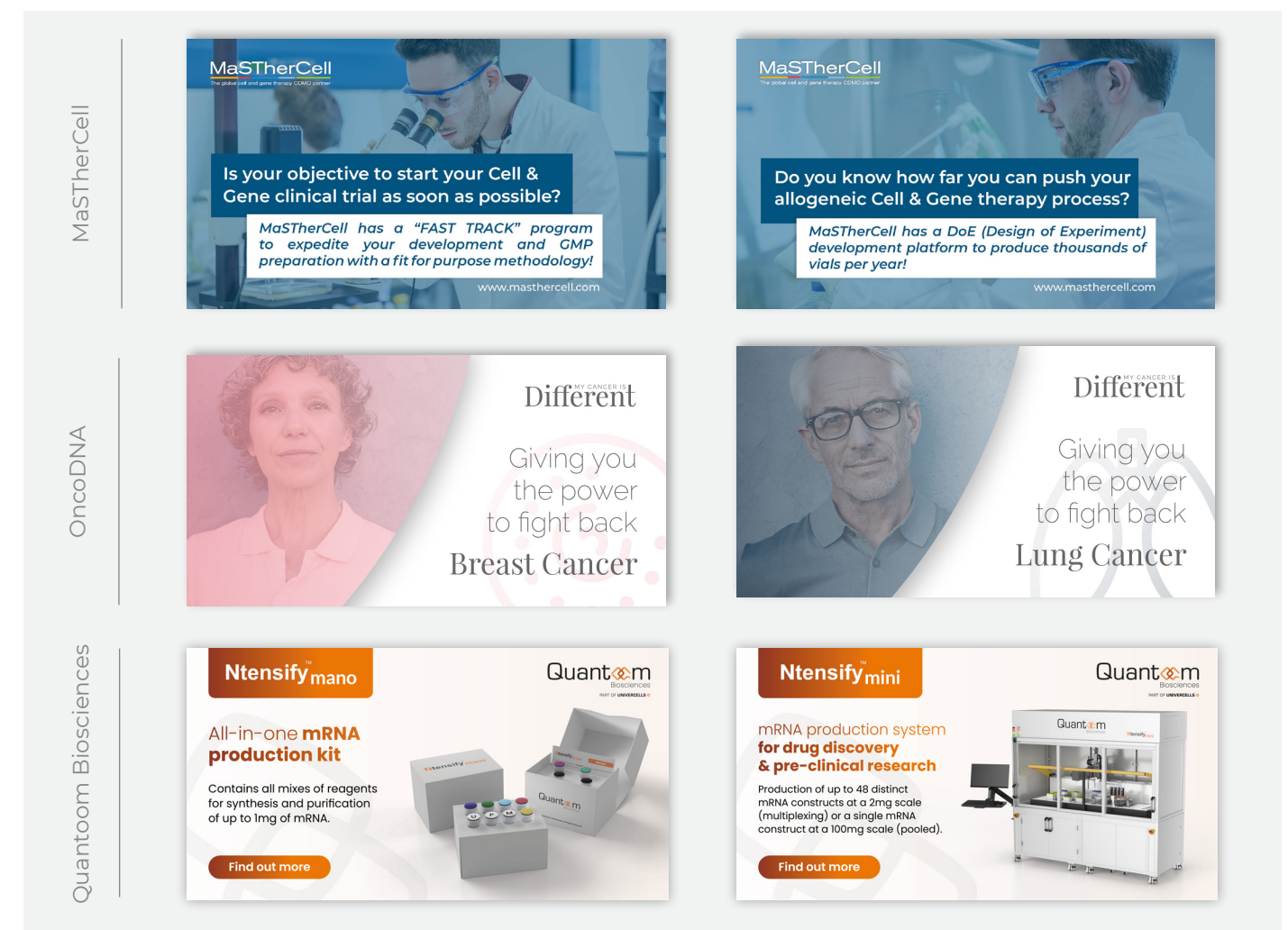
Created by  
**archipelago**



### Example #4 - Creative posters



### Example #5 - LinkedIn posts & ads





## Example #6 - Testimonials

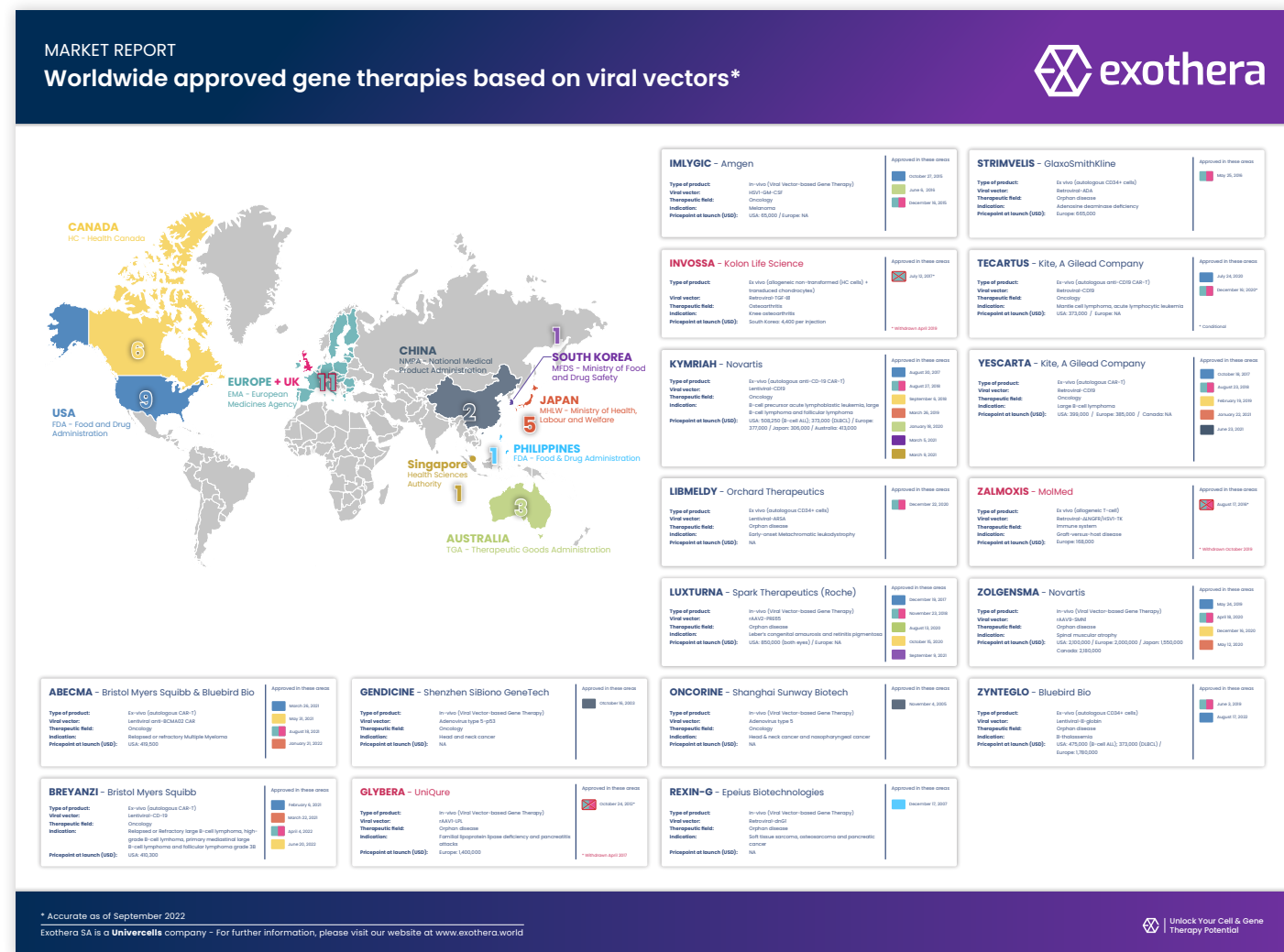
Click on the play icon to access the video.

Miguel Forte, CEO of Zelluna Immunotherapy, and Gisèle Deblandre, CSO of MaSTherCell, discuss how MaSTherCell has successfully collaborated with Zelluna to advance their lead autologous product, ZI-H04 (a TCR-based cellular immunotherapy). This partnership has spanned from diagnostic development and process industrialization to the transition into GMP manufacturing.



Miguel Forte  
CEO of Zelluna

## Example #7 - Infographic-style market reports



## Example #8 - Printed Ads

**MaSTherCell**  
The global cell and gene therapy CDMO partner

Bringing Cell & Gene Therapy Products Faster and Safer to the Market

**Your Ultimate Cell Therapy Manufacturing Partner**

MaSTherCell S.A.\* is a dynamic and global Contract Development and Manufacturing Organization (CDMO) on a mission to deliver optimized process industrialization capacities to cell therapy organizations, and speed up the arrival of their therapies onto the market. At the heart of MaSTherCell is a team of highly dedicated experts combining strong experience in cGMP cell therapy manufacturing with a technology-focused approach and a substantial knowledge of the industry. From technology selection to business modeling, GMP manufacturing, process development, quality management and assay development, MaSTherCell's teams are fully committed to helping their clients fulfill their objective of providing sustainable and affordable therapies to their patients. For more information, visit [www.masthercell.com](http://www.masthercell.com)

**You need a CDMO with robust expertise**

**We build quality into every process stage**

**exothera**

**You want speed and responsiveness**

**We're the CDMO that anticipates and communicates**

**exothera**

## Example #9 - Video shooting in a virtual studio created from scratch

Click on the play icon to access the video.

**exothera**

**Critical decision to address during the viral vector manufacturing**



## 2. Communication

Digitalization has greatly expanded the number of communication channels for both internal and external communication. While external communication effectively informs the public about a company's activities, investing in internal communication is equally important. Strong internal communication fosters greater employee engagement and aligns the team with the company's overall mission.



### INTERNAL

#### NEWSLETTERS

Maintain transparency with employees by regularly updating them on relevant topics through various formats, including monthly newsletters, flash updates, and suggestion box follow-ups.

#### INTRANET

Create a user-friendly platform where employees can easily access important and practical information.

#### DIGITAL SIGNAGE

Use LCD screens to display key information in a continuous loop, ensuring timely communication across the company.

#### PRESS RELEASES

Publicize activities that showcase the company's achievements and add value to its reputation.

#### PRESS RELATIONS

Host journalists on-site and organize interviews to strengthen media engagement.

#### EVENTS

Celebrate and share company successes and milestones with employees and stakeholders.

#### VIP VISITS

Foster strong relationships with political leaders by hosting VIP visits to company facilities.

### EXTERNAL




## Newsletters

The effectiveness of external newsletters is often debated, as they can be seen as intrusive, with many ending up in the trash. To combat this, it's essential to create a highly targeted recipient list and avoid overwhelming prospects with excessive emails. On the other hand, internal newsletters are invaluable

|                     | OncoDNA | MaSTherCell | Exothera | Quantoom |
|---------------------|---------|-------------|----------|----------|
| External newsletter | •       | •           | •        | •        |
| Internal newsletter | —       | •           | •        | •        |

for keeping staff informed about various aspects of the company's operations. At MaSTherCell and Exothera, we developed several types of internal newsletters, including news flashes, monthly updates, organizational information, practical guides, HR updates, and EHS (Environmental, Health, and Safety) communications.



The global cell and gene therapy CDMO partner

## Le Grain de Cell


INTERNAL MONTHLY NEWSLETTER, MARCH 2020

**CATALENT**

### Catalent Town Hall

On the 4th of March, Catalent held an All-Employee Town Hall during John Chiminski (Chair & CEO), and Weteney Joseph (Senior Vice President & CFO) provided a "State of the Business." Click on the button below to discover the video of the town hall.

[Watch the video](#)



**OUR MISSION**  
is to develop,  
manufacture and  
supply products that  
help people live better,  
healthier lives.


**COMMUNICATION TOOLS**

### New information added to the intranet


A new page called "Support Office" has been added to the intranet. You will find there:

- The process for requesting reservations of meeting rooms for visitors as well as lunches during these meetings.
- The list of the meeting rooms as well as their characteristics: location, capacity and the equipment present (TV, telephone,...).
- The processes to use the videoconferencing systems available in the Cell-este and those that are mobile. Concerning the mobile systems (The Owl), there is one available in each building: CATC (Business Office), iTech 2 (Support Office desk), La Maison de l'Entreprise (Cell-OusConform meeting room).

[Access the intranet](#)



## Support Office

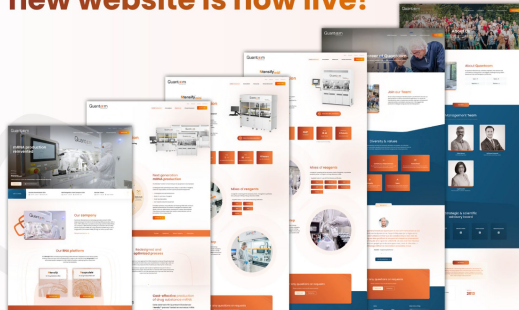


## MONTHLY NEWSLETTER

**PRESS RELEASE**

### New collaboration!

## Quantoom Biosciences' new website is now live!



We are pleased to inform you about a new and important development for Quantoom Biosciences. We have entered into a collaboration with ST PHARM that is set to enhance our Ntensify™ technology and further advance RNA manufacturing.

This partnership is designed to provide our clients with greater flexibility and control over their mRNA production processes. By working together with ST PHARM, we are taking important steps toward setting new benchmarks in RNA manufacturing, which will contribute to the ongoing evolution of healthcare.

This partnership underscores our commitment to leading the industry in mRNA production and therapeutics. We're confident that this collaboration will unlock new possibilities and help us deliver even greater value to our clients and the broader healthcare community.

Let's continue to work together to drive innovation and excellence in everything we do!

[Check out the press release](#)

**CORPORATE EVENT**

### Business Update


In mid-June, we gathered at the Hello Gates Center for a Business Update presentation. The event began with an informal gathering and refreshments, followed by a review of our 2024 achievements and relevant operational topics. The day concluded with a barbecue, providing a relaxed atmosphere for reflection and socializing. 🍷🍷 Thank you to everyone who attended and contributed to the success of the session. Your commitment and participation are greatly appreciated!

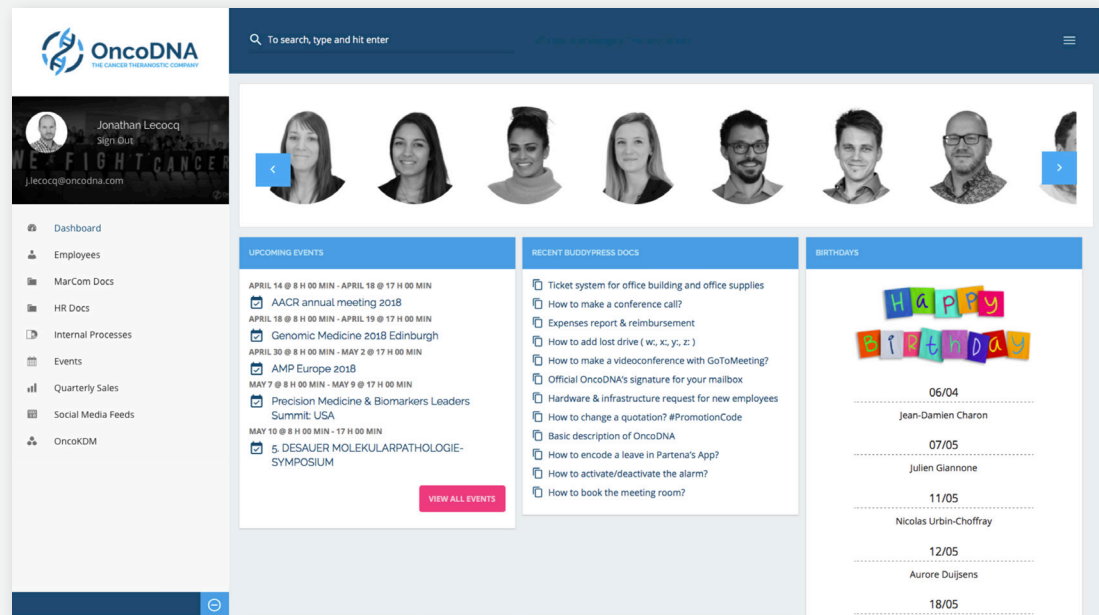
## Intranet


The intranet is an essential tool for sharing important resources like the graphic charter, fonts, logos, PowerPoint templates, and more. Platforms like WordPress or Odoo make it easy to create a user-friendly intranet, while Microsoft Office tools such as Microsoft Teams

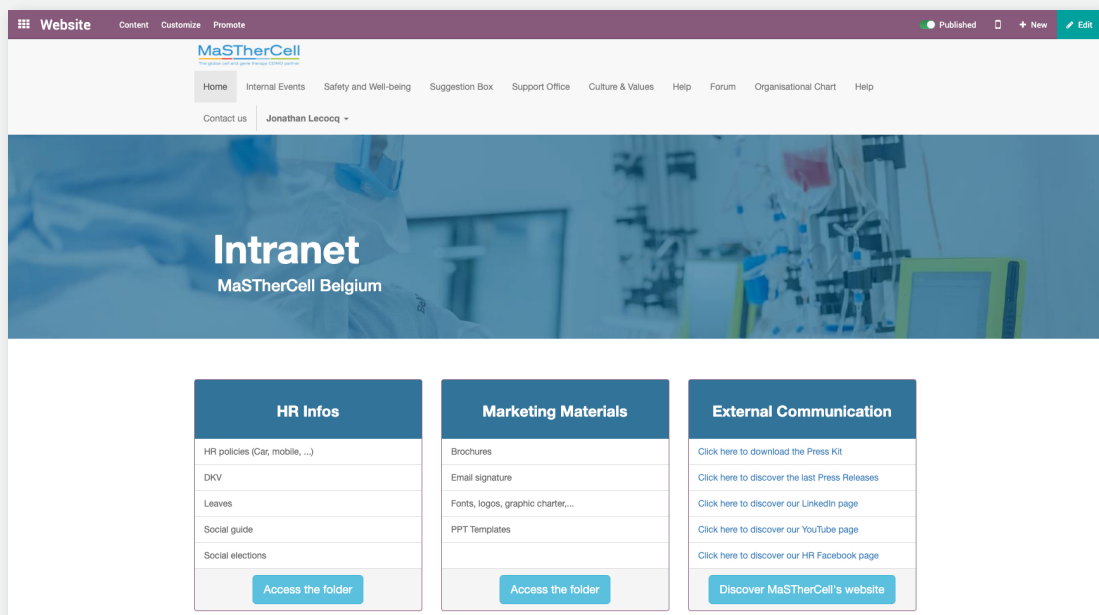
|                       | OncoDNA | MaSTherCell |
|-----------------------|---------|-------------|
| Creation              | •       | •           |
| Day-to-day management | •       | •           |

and SharePoint offer powerful capabilities for collaboration and resource management.











## Press releases

As the lead for writing press releases, I collaborated with several press relations agencies across Belgium, London, and the USA. Through these experiences, I connected with numerous journalists and built a valuable network of media contacts. I also leveraged platforms like Cision, which enable distribution to a wide database of media outlets and editors, ensuring our news reached the right audiences. For broader or

|              | OncoDNA | MaSTherCell | Exothera | Quantoom |
|--------------|---------|-------------|----------|----------|
| PR writing   | •       | •           | •        | •        |
| PR Diffusion | •       | •           | •        | •        |

more strategic visibility, I worked with newswire services such as PR Newswire for large-scale international distribution, as well as specialized newswires for niche or sector-specific outreach. Lastly, I emphasized the importance of analyzing media coverage and press impact, using monitoring tools to assess reach, sentiment, and engagement — helping to inform and refine future communications strategies.

### PRESS RELATIONS

Scheduling press visits and organizing interviews



### PRESS KIT

Creation of an easy-to-read document for journalists



## Events

Event management is another one of my passions, and I've been fortunate to organize numerous high-profile events. At OncoDNA, I successfully managed the launch of two new products, each marked by a full-day conference featuring expert scientific presentations. At

|                               | OncoDNA | MaSTherCell |
|-------------------------------|---------|-------------|
| Invitations management        | —       | •           |
| Suppliers management          | •       | •           |
| Press conference organization | •       | •           |

MaSTherCell, I had the privilege of organizing the royal couple's visit and the inauguration of the company's new facilities.

### Example #1 - Inauguration of new facilities - November 2018



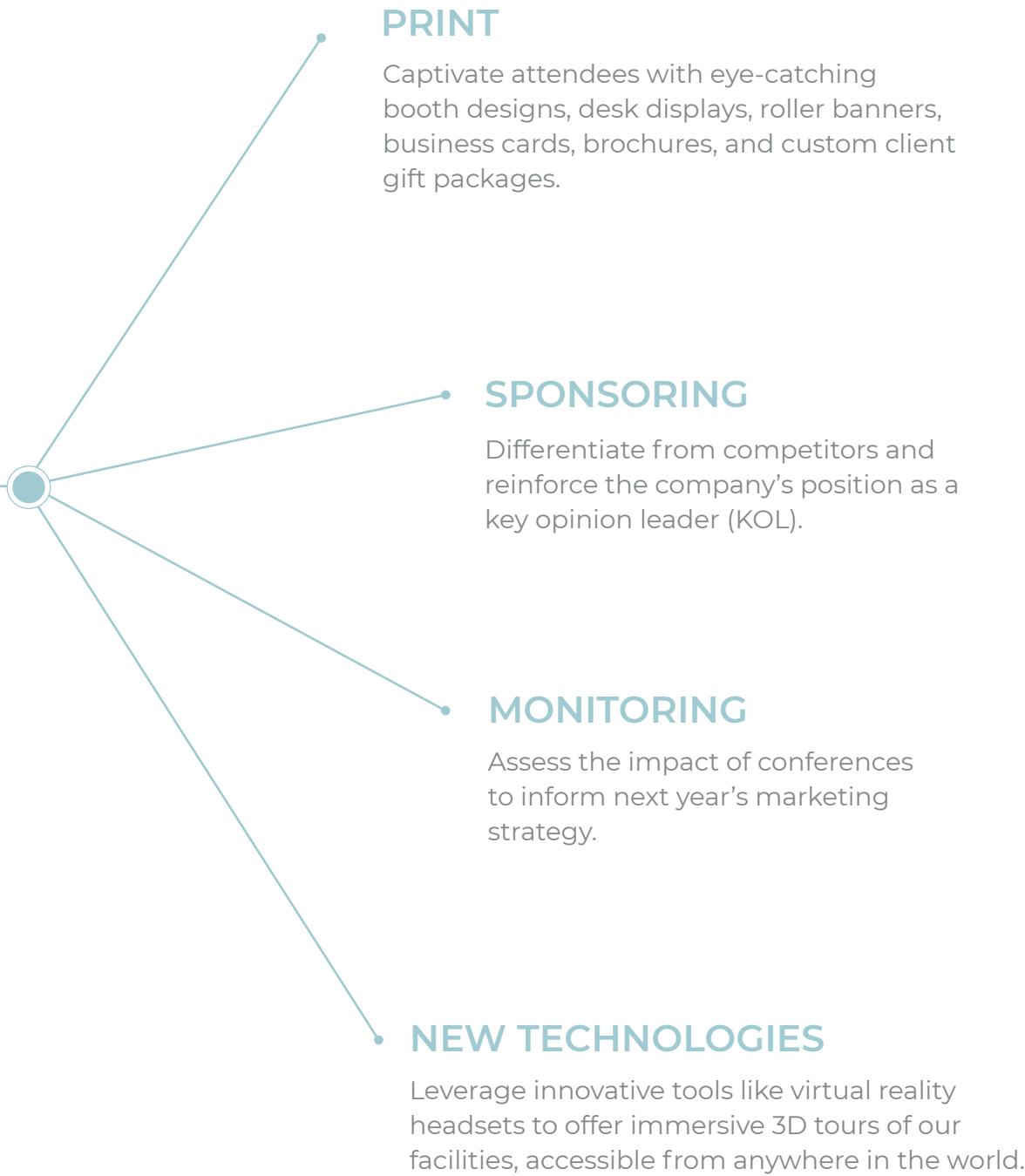
### Example #2 - Royal couple's visit - September 2019





### 3. Conferences & Tradeshows

For most companies, attending conferences is vital for enhancing visibility, presenting new products and services, and strengthening their position as key opinion leaders. Since conference attendance constitutes a significant part of the marketing budget, it's crucial to carefully choose which events to attend, with a focus on those offering the greatest value, particularly in terms of sponsorship opportunities.



**PRINT**

Captivate attendees with eye-catching booth designs, desk displays, roller banners, business cards, brochures, and custom client gift packages.

**SPONSORING**

Differentiate from competitors and reinforce the company's position as a key opinion leader (KOL).

**MONITORING**

Assess the impact of conferences to inform next year's marketing strategy.

**NEW TECHNOLOGIES**

Leverage innovative tools like virtual reality headsets to offer immersive 3D tours of our facilities, accessible from anywhere in the world.



## Print

As the lead for conference registration at MaSTherCell, Exothera, and Quantoom, I was responsible for creating and supplying all materials to ensure strong brand visibility. This included designing roller banners, stands, desks, and booth canvases. Additionally, I coordinated the preparation of gift packages for distribution, which typically included USB drives, pens, notepads, chocolates, and other branded items.

|                      | OncoDNA | MaSTherCell | Exothera | Quantoom |
|----------------------|---------|-------------|----------|----------|
| Infographic creation | •       | •           | •        | •        |
| Print management     | •       | •           | •        | •        |

### Custom LEGO® set composed of an Upstream laboratory and two GMP minifigures



Example of gifts very appreciated by the visitors coming at our booth

## Example #1 - Exhibition booths



## Example #2 - Brochures



### Accelerate your mRNA research with the Ntensify® solution

**Ntensify mono**  
For bench-scale research

The Ntensify mono is an all-in-one, cost-effective mRNA production kit including all mixes of reagents needed to produce and purify up to 1 mg of mRNA in less than half a day.

- Ready-to-use and easy-to-use
- High-quality mRNA in less than 4 hours
- All-in-one solution: mix and purify
- Up to 4 experiments in parallel

One process. Any construct. Any scale.

**Ntensify mini**  
For drug discovery & pre-clinical research

The Ntensify mini is a research-grade mRNA production system that automates synthesis and purification in a single system. It can produce up to 48 different mRNA constructs at a 2 mg scale (multiplexing) or a single mRNA construct at a 100 mg scale (pooled).

- Flexible technology: From 1 to 48 constructs
- Fully automated from linear DNA to purified mRNA
- Compact equipment: 2 sqm/215 sqft footprint

### Ntensify®mini

mRNA production system for drug discovery and pre-clinical research

The Ntensify mini is a research-grade mRNA production system introducing a novel approach to mRNA synthesis and purification. Both steps are automated in a single equipment to enable production of anywhere from 48 different mRNA constructs at a 2mg scale (multiplexing) to a single mRNA construct at a 100mg scale (pooled).

The equipment performs the Ntensify process for cost-effective production of drug substance mRNA, with a high-quality profile while minimizing impurities.

**Key figures**

- Up to 48 constructs at 2mg scale
- Up to 1 mg/batch for 1 construct
- Only 1 FTE for preparation handling
- Only 10 minutes for preparation handling
- 8 hours per 24 constructs

**Main specifications**

|             | Drug discovery                          | Pre-clinical research                   |
|-------------|---|---|
| Input DNA   | 48 x 20 µg of linear DNA                | Up to 1 mg of linear DNA                |
| Output mRNA | Up to 2 mg of naked mRNA x 48 covitides | Up to 100 mg of the same mRNA construct |
| RT Volume   | 19.2 mL (48 x 400 µL)                   |   |

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### Ntensify®midi

mRNA production system for clinical trials & commercial manufacturing

The Ntensify midi is a GMP-grade mRNA production system introducing a novel approach to mRNA synthesis and purification. Both steps are automated in a single equipment to enable scalable production of 1 to 5 g per batch.

The equipment performs the Ntensify process for cost-effective production of drug substance mRNA, with a high-quality profile while minimizing impurities.

**Key figures**

- Up to 5 g/batch
- Up to 800 mL/batch
- GMP compliant
- Up to 15 M doses/year
- Max 8 hours from start to end

**Main specifications**

|        | Per batch              | Per year                  |
|--------|------------------------|---------------------------|
| Input  | 10-40 mg of linear DNA | Up to 8.4 g of linear DNA |
| Output | 1-5 g of naked mRNA    | Up to 800 g of naked mRNA |
| Batch  | Max 1 per day          | 208 per year              |

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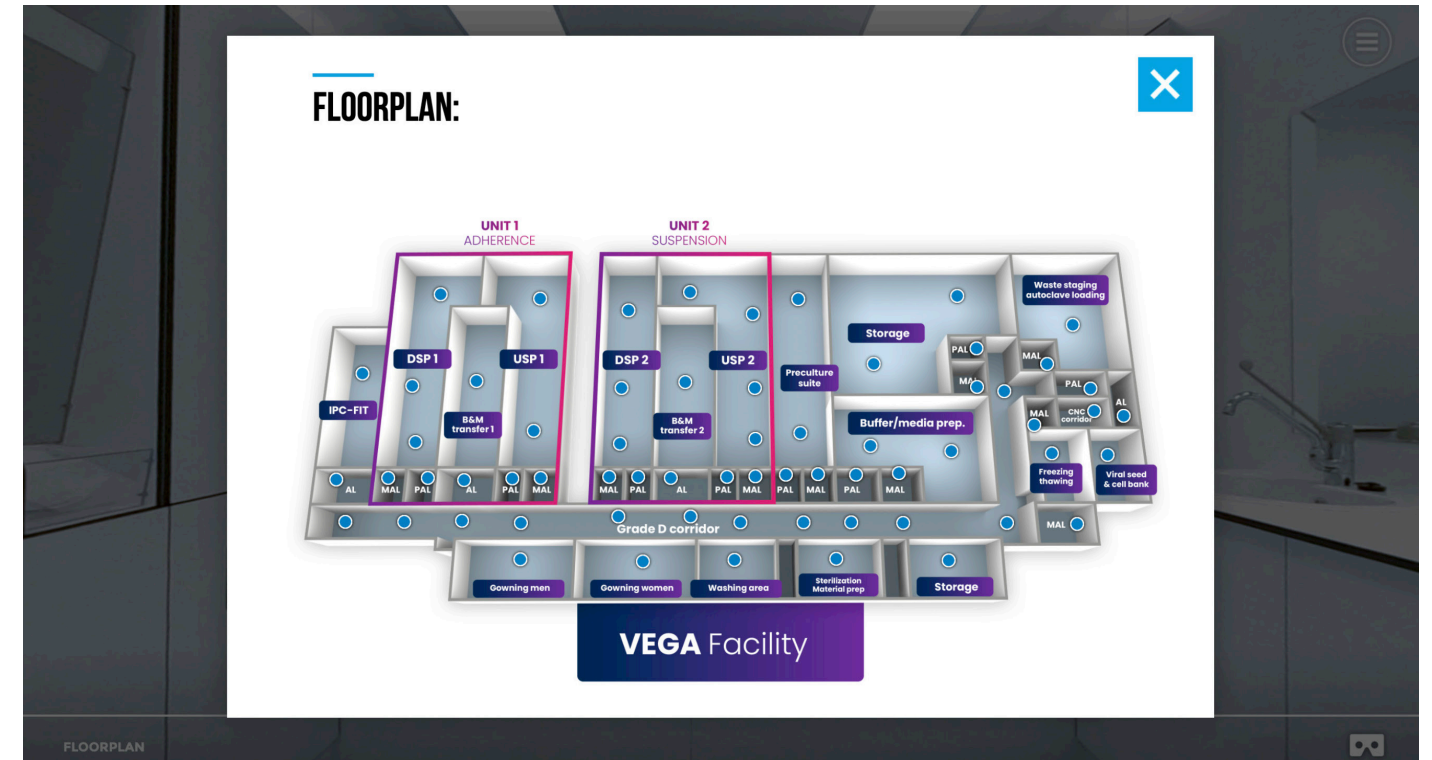
## Virtual reality headset

When I joined MaSTherCell, I had the exciting opportunity to take over a remarkable project: the development of an iPad and virtual reality (VR) application for Oculus Rift. This innovative tool allows customers to configure their labs with selected equipment and take a virtual tour of the setup. We showcased this experience at conferences by bringing the VR headset to our booth, offering attendees an immersive look at our facilities.



## 360° virtual tour

A virtual tour can also be created by linking 360° photos, allowing users to navigate seamlessly between rooms using a floor plan to jump directly to their desired location. The virtual tour of the laboratories shown below was developed for Exothera using **3D Vista Virtual Tour software**.





## 4. Customer experience

I have developed a strong interest in customer experience, a field that fascinates me not only for its creative potential but also for its impact on enhancing overall comfort and engagement, whether during site visits or through the thoughtful design of packaging. It is an evolving discipline, continually benefiting from advancements in technology to drive continuous improvement, ensuring that every interaction—physical or material—contributes to a seamless and memorable experience.



### SIGNAGE

Showcase your brand prominently with bold, high-visibility displays.

### PACKAGING

Enhances the overall customer experience by creating a strong first impression.

### SLIDE DECKS

Focus on content quality, but don't overlook engaging and polished design.

### WELCOMING

Ensure visitors feel well cared for throughout their visit, from start to finish.

### MEETING ROOM

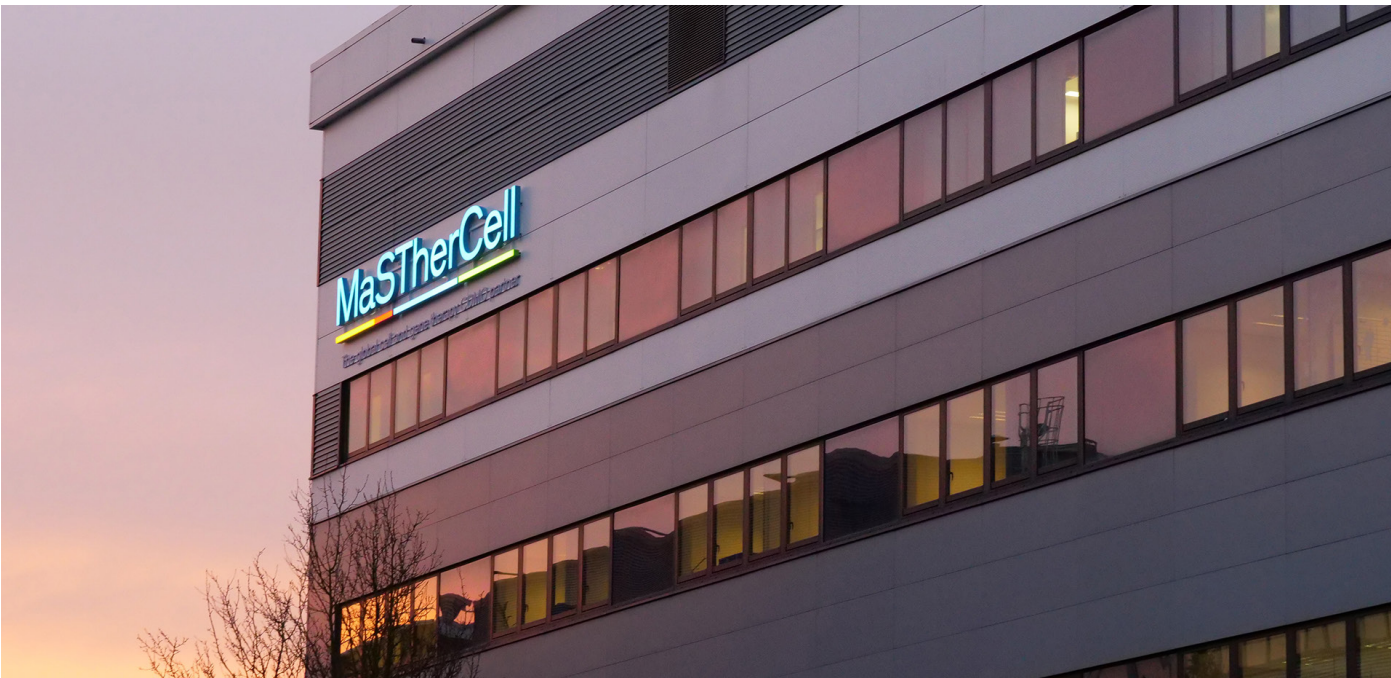
Create a professional and inviting environment with thoughtful details like videoconferencing capabilities, coffee, Wi-Fi access, facility models, and more.



Signage

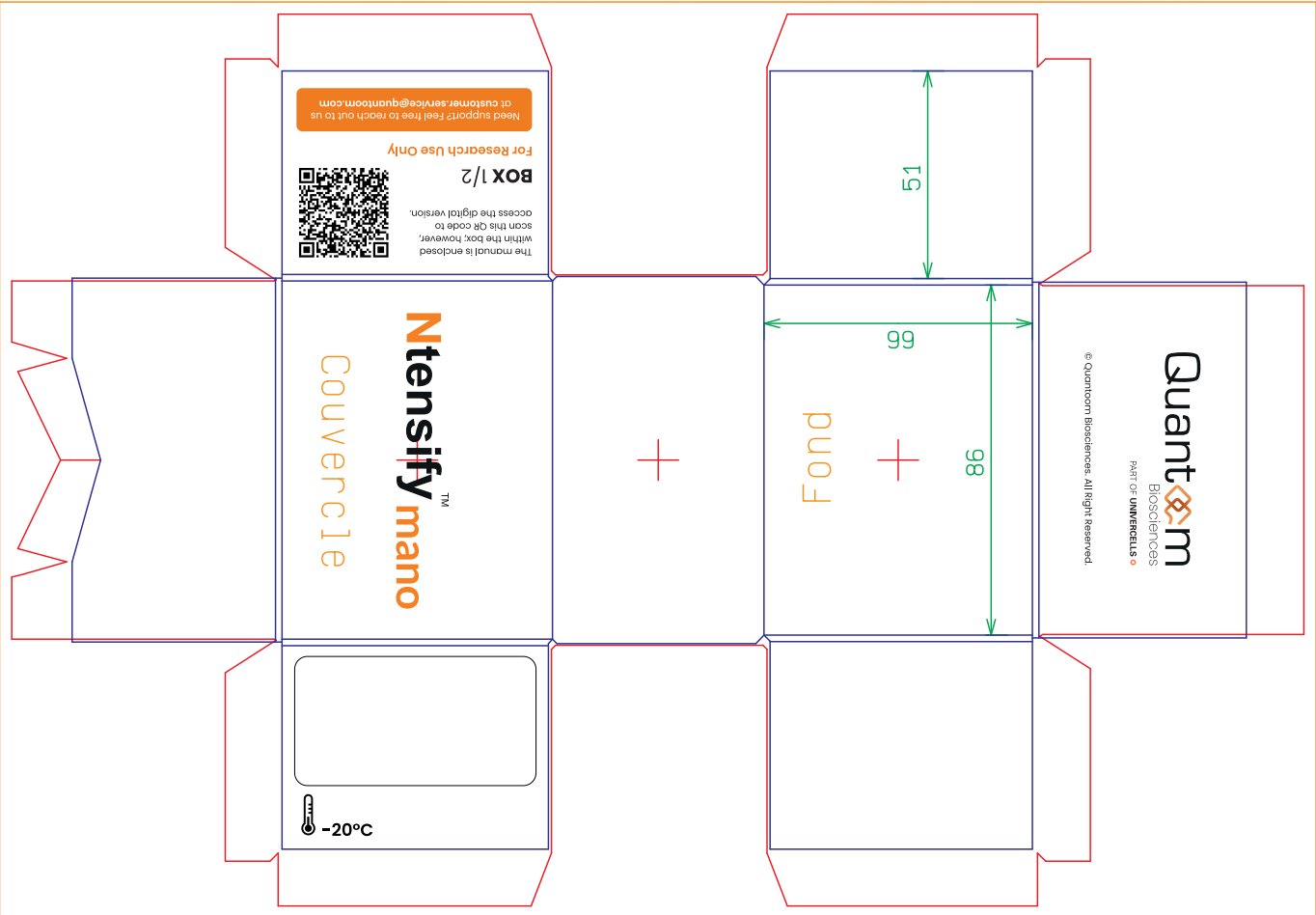
It's particularly rewarding to be involved in the creation and installation of large, embossed signs or logos that give your business a strong physical presence and visibility.

|                        | OncoDNA | MaSTherCell | Exothera | Quantoom |
|------------------------|---------|-------------|----------|----------|
| Exterior signs         | •       | •           | •        | •        |
| Interior signs         | •       | •           | •        | •        |
| Roller banners & flags | •       | •           | •        | •        |
| Monument signs         | •       | •           | •        | •        |



Packaging

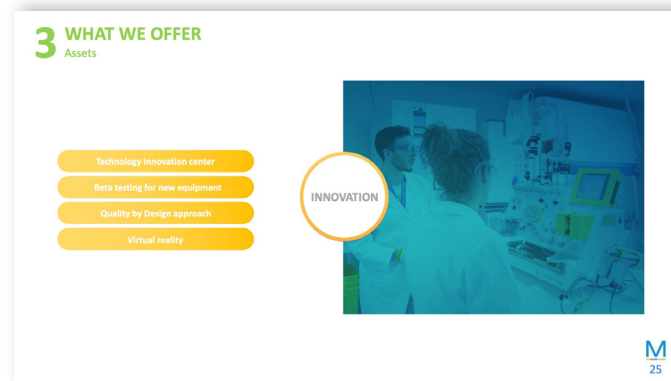
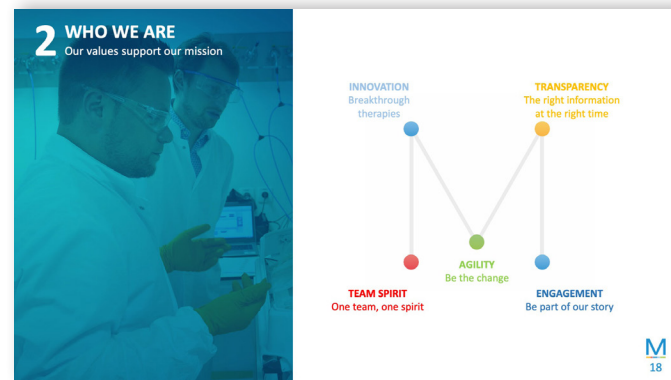
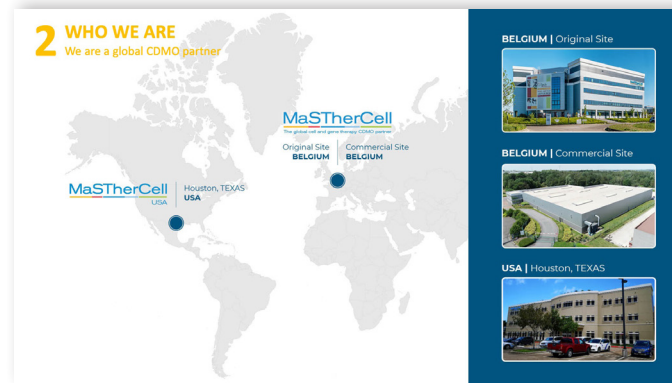
My first packaging project took place at Quantoom Biosciences for the launch of an all-in-one kit designed to produce mRNA. It was an especially exciting experience because I had the opportunity to shape the product's first impression, ensuring the packaging reflected its innovative nature while appealing to our target market.



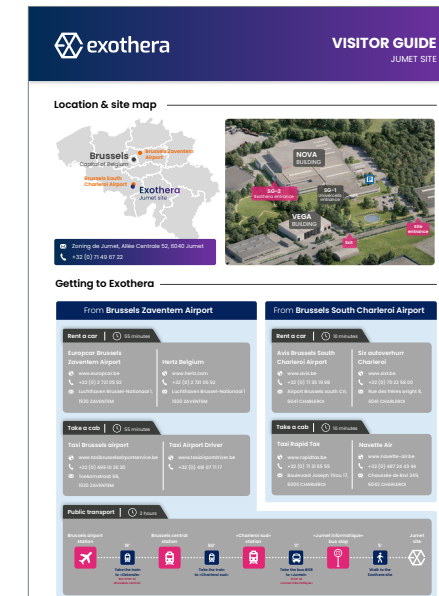


## Slide deck

Standing out from the competition requires creating presentations that are visually appealing, concise, and thoughtfully designed, with minimal text and maximum impact.



## Visitor guides



## Welcoming/Meeting room

MaSTherCell  
The global cell and gene therapy CDMO partner

VISITOR RECEPTION CHECKLIST  
To fill in and send to [support\\_office@masthercell.com](mailto:support_office@masthercell.com)

**Request person** Name, position  
From MTC

**Date of visit**

**Visitor** Visitor ☐ Prospect ☐ Other ☐

**Visitor contact info** Phone  Mail

**Description**

**Number of persons**

**Analytical account** (For budget)

**Reception day** - All actions are led by Support Office

**Taxi** Yes ☐ No ☐

If yes: - Arrange pick-up taxi at: Zaventem airport ☐ Brussels Midi ☐

Other:  Where

- At what time:  - For how many persons:

- Ask for taxi to call 10 minutes before arrival:

Name

Phone number

**Pre-check** Is it an early meeting? Yes ☐ No ☐

If yes: could you make sure the room is opened before this time:

- Please make sure the room is clean and there are coffee, water and chocolates + MTC material (glasses, pens,...)  
- Check IT material (HDMI connectors, WiFi-code,...)  
- Dispose 1 Welcome box with a personal note from Top Management member on the table.

**Room** Cell-este: am ☐ pm ☐ If several days, how many?

**Lunch** Yes ☐ No ☐ If yes: For how many people?  At what time?

**Dietary** Option without meat ☐ Vegetarian ☐ Other ☐ Precise

**Taxi** Yes ☐ No ☐ If yes: Arrange pick-up taxi at MaSTherCell at this time:

**Other request**





# 5. Employer branding

There's nothing more exciting than developing a marketing strategy that enhances the company's image in the eyes of its employees, ultimately boosting motivation and engagement. After all, happy employees are the cornerstone of any successful business. There are countless ways to foster a positive and inspiring work environment!



## INTERNAL EVENTS

Foster stronger connections between employees and the company.

## EXTERNAL EVENTS

Engage in nonprofit activities to unite employees around a shared cause.

## WELCOME BOXES

Help new employees feel welcomed and valued with branded items like pens, lanyards, notepads, and more.

## SOCIAL MEDIA POSTS

Showcase and celebrate employees on platforms like Facebook and LinkedIn.

## WALL FRAMES

Highlight company expertise by featuring employees in framed displays.



## Internal events

These events play a crucial role in humanizing the company and strengthening the bonds between colleagues, while also shaping how employees perceive their workplace. A change in setting allows individuals to see one another from new perspectives and build deeper connections. As a result, these events can boost motivation and reinforce commitment to the company.

### Example #1 - Family day

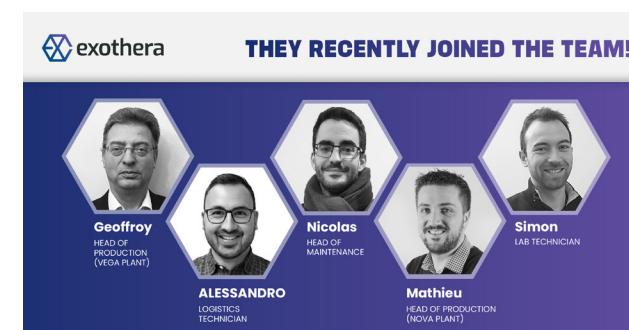


### Example #2 - End-of-year party



## Social media posts

Shine a Spotlight  
on Employees!



Immuno  
Assays

Cell-based  
Assays

Molecular  
Assays

Physico-  
chemical

“The DNA of our Analytical Science team is that we possess the scientific curiosity and flexibility to enable innovation and continuous improvement to accommodate our customer's needs. By keeping the lines of communication open with our customers, our AS team continuously delivers superior support, and in turn produces excellent results. We live the One Team Spirit for all of our clients, both internal and external alike.”



## Wall frames

Showcase employees and core values!



## External events

HELA running, 2019



## Welcome box





