



# JONATHAN LECOCQ

## Senior Marketing & Communications Manager

- Strategic Digital Marketing
- Media & Public Relations
- Marketing and Sales Automation
- Internal & Change Communications
- Employer Branding & Talent Engagement
- Digital Content Creation



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Mons, Belgium



Drone pilot license A1 - A2 - A3



Boat license

## WORK EXPERIENCE

From October 2023	<b>Quantoom Biosciences</b> Marketing and Communications Manager
From September 2020 to October 2023	<b>Exothera</b> Marketing and Communication Manager
From June 2018 to September 2020	<b>MaSTherCell - Catalent</b> Marketing and Communication Manager
From September 2015 to June 2018	<b>OncoDNA</b> Communication & Web Media Manager
From June 2010 to August 2015	<b>TagExpert</b> Videographer & Web Communication Manager
From May 2008 to June 2010	<b>Caterpillar</b> Production Supervisor / Trainer
From August 2007 to April 2008	<b>ULB (CIERL)</b> Videographer and Website Manager

## EDUCATION & CERTIFICATIONS

My Master's Degree in Psychology from the University of Mons (UMons), combined with professional certifications in marketing and communication, gives me a strong understanding of audience behavior, communication impact, and effective marketing strategies.

### Professional Certifications - Strategic Marketing, Digital Communication and Innovation

<b>Digital Marketing Strategy</b> Harvard Business School 2025	<b>Piloting AI</b> Marketing AI Institute 2024
<b>Digital Marketing Strategy</b> Hubspot Academy 2023	<b>Strategic Marketing</b> Abilways - Skolae 2022
<b>SEO, SEA, Analytics</b> Cle2Web 2015 - 2018	<b>External Communication</b> IHECS 2017
<b>Community Management</b> IHECS 2016	

### Complementary Trainings

<b>Leadership</b> Univercells Lead2grow program 2023	<b>Adobe Creative Tools</b> Technofutur TIC 2012 - 2019	<b>English Immersion</b> WEP - USA, California 2000
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## ABOUT ME

With **18+ years of experience in marketing and communication**, I bring a unique balance between strategic vision and creative execution. Over the past decade, I've led global initiatives that strengthened brand reputation, amplified visibility, and built meaningful engagement across biotech, tech, and industrial environments.

I'm both a strategic thinker and a doer — equally comfortable defining positioning and orchestrating campaigns as I am creating content myself: videos, brochures, infographics, or digital experiences.

[Click here to discover my projects portfolio >](#)

## LANGUAGES

French	English	Dutch
Mother tongue	Fluent	Pre-intermediate

## TOOLBOX

Adobe Premiere Pro	● ● ● ● ● ● ● ● ● ●
Adobe Photoshop	● ● ● ● ● ● ● ● ● ●
Adobe InDesign	● ● ● ● ● ● ● ● ● ●
Adobe After Effects	● ● ● ● ● ● ● ● ● ●
Adobe Illustrator	● ● ● ● ● ● ● ● ● ●
Wordpress	● ● ● ● ● ● ● ● ● ●
HubSpot	● ● ● ● ● ● ● ● ● ●
Notion	● ● ● ● ● ● ● ● ● ●
Make	● ● ● ● ● ● ● ● ● ●
Apollo.io	● ● ● ● ● ● ● ● ● ●
Canva	● ● ● ● ● ● ● ● ● ●
Google Ads + Analytics	● ● ● ● ● ● ● ● ● ●
Mailchimp - Sendinblue	● ● ● ● ● ● ● ● ● ●
Microsoft Office Tools	● ● ● ● ● ● ● ● ● ●

### GenAI

