LEAD GENERATION

BRANDING

ADS & PROMOTION

PRESS RELATIONS

INNOVATION

AI

STRATEGY

TECHNOLOGY

DATA ANALYTICS

CONTENT CREATION

Jonathan Lecocq

Senior Marketing & Communications Manager

PROJECTS & SKILLS
PORTFOLIO

2026

Table of contents

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.
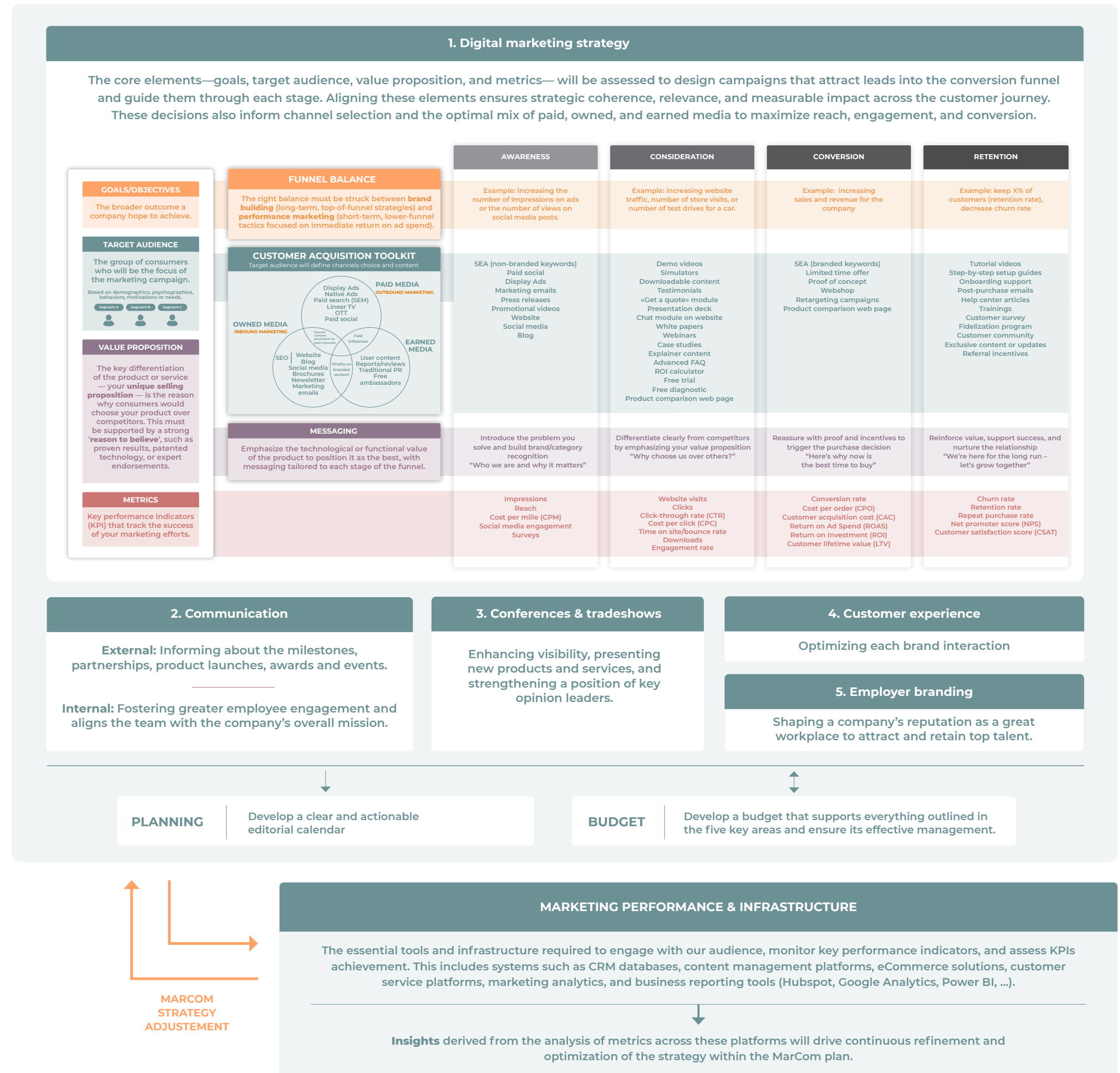
The marketing and communication plan

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 tradeshows (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 strategy

The core elements—goals, target audience, value proposition, and metrics— will be assessed to design campaigns that attract leads into the conversion funnel and guide them through each stage. Aligning these elements ensures strategic coherence, relevance, and measurable impact across the customer journey. These decisions also inform channel selection and the optimal mix of paid, owned, and earned media to maximize reach, engagement, and conversion.

	AWARENESS	CONSIDERATION	CONVERSION	RETENTION
	Example: increasing the number of impressions on ads or the number of views on social media posts.	Example: increasing website traffic, number of store visits, or number of test drives for a car.	Example: increasing sales and revenue for the company	Example: keep X% of customers (retention rate), decrease churn rate
	SEA (non-branded keywords) Paid social Display Ads Marketing emails Press releases Promotional videos Website Social media Blog	Demo videos Simulators Downloadable content Testimonials «Get a quote» module Presentation deck Chat module on website White papers Webinars Case studies Explainer content Advanced FAQ ROI calculator Free trial Free diagnostic Product comparison web page	SEA (branded keywords) Limited time offer Proof of concept Webshop Retargeting campaigns Product comparison web page	Tutorial videos Step-by-step setup guides Onboarding support Post-purchase emails Help center articles Trainings Customer survey Fidelization program Customer community Exclusive content or updates Referral incentives
	Introduce the problem you solve and build brand/category recognition "Who we are and why it matters"	Differentiate clearly from competitors by emphasizing your value proposition "Why choose us over others?"	Reassure with proof and incentives to trigger the purchase decision "Here's why now is the best time to buy"	Reinforce value, support success, and nurture the relationship "We're here for the long run – let's grow together"
	Impressions Reach Cost per mille (CPM) Social media engagement Surveys	Website visits Clicks Click-through rate (CTR) Cost per click (CPC) Time on site/bounce rate Downloads Engagement rate	Conversion rate Cost per order (CPO) Customer acquisition cost (CAC) Return on Ad Spend (ROAS) Return on Investment (ROI) Customer lifetime value (LTV)	Churn rate Retention rate Repeat purchase rate Net promoter score (NPS) Customer satisfaction score (CSAT)

GOALS/OBJECTIVES
The broader outcome a company hope to achieve.

TARGET AUDIENCE
The group of consumers who will be the focus of the marketing campaign.
Based on demographics, psychographics, behaviors, motivations or needs.
Segment A   Segment B   Segment C

VALUE PROPOSITION
The key differentiation of the product or service — your **unique selling proposition** — is the reason why consumers would choose your product over competitors. This must be supported by a strong **'reason to believe'**, such as proven results, patented technology, or expert endorsements.

METRICS
Key performance indicators (KPI) that track the success of your marketing efforts.

FUNNEL BALANCE
The right balance must be struck between **brand building** (long-term, top-of-funnel strategies) and **performance marketing** (short-term, lower-funnel tactics focused on immediate return on ad spend).

CUSTOMER ACQUISITION TOOLKIT
Target audience will define channels choice and content

PAID MEDIA
OUTBOUND MARKETING
Display Ads
Native Ads
Paid search (SEM)
Linear TV
OTT
Paid social

OWNED MEDIA
INBOUND MARKETING
SEO   Website   Blog   Social media   Brochures   Newsletter   Marketing emails

EARNED MEDIA
User content   Reports/reviews   Traditional PR   Free ambassadors

MESSAGING
Emphasize the technological or functional value of the product to position it as the best, with messaging tailored to each stage of the funnel.

2. Communication

External: Informing about the milestones, partnerships, product launches, awards and events.

Internal: Fostering greater employee engagement and aligns the team with the company's overall mission.

3. Conferences & tradeshows

Enhancing visibility, presenting new products and services, and strengthening a position of key opinion leaders.

4. Customer experience

Optimizing each brand interaction

5. Employer branding

Shaping a company's reputation as a great workplace to attract and retain top talent.

PLANNING | Develop a clear and actionable editorial calendar

BUDGET | Develop a budget that supports everything outlined in the five key areas and ensure its effective management.

MARCOM STRATEGY ADJUSTEMENT

MARKETING PERFORMANCE & INFRASTRUCTURE

The essential tools and infrastructure required to engage with our audience, monitor key performance indicators, and assess KPIs achievement. This includes systems such as CRM databases, content management platforms, eCommerce solutions, customer service platforms, marketing analytics, and business reporting tools (Hubspot, Google Analytics, Power BI, …).

Insights derived from the analysis of metrics across these platforms will drive continuous refinement and optimization of the strategy within the MarCom plan.

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.

Driving lead generation
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.
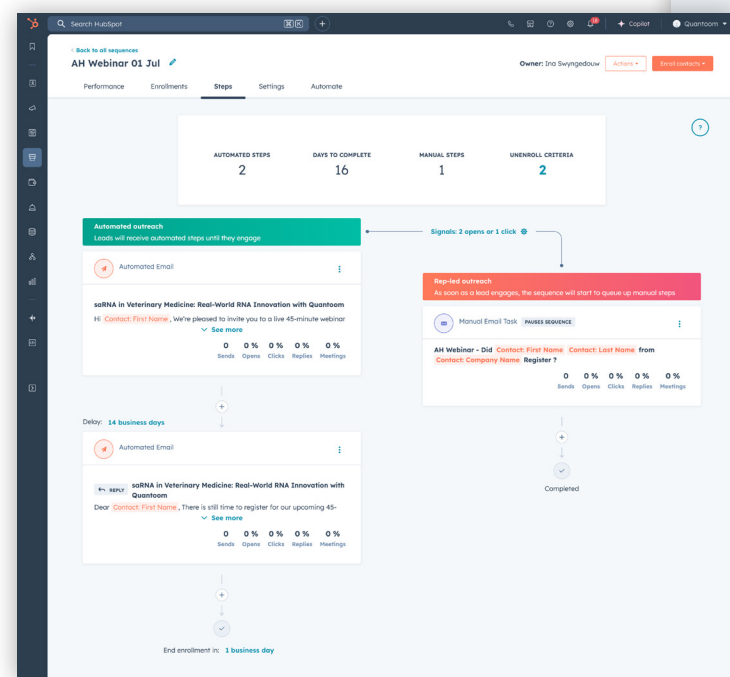
▶ Example of a "sequence" workflow into HubSpot
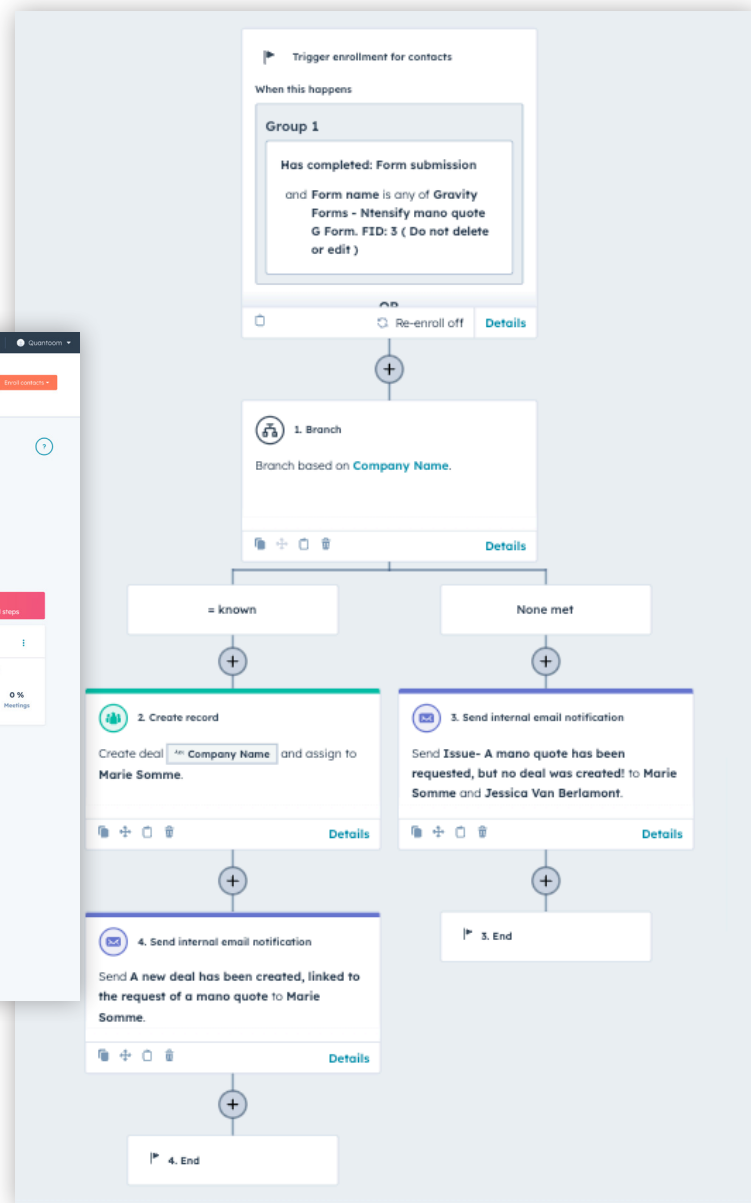
▶ Example of a workflow built in HubSpot

Boosting productivity
with no-code automation tools

In parallel with HubSpot, I work with no-code tools like Notion and Make to build fully integrated operational systems. Make connects thousands of external applications and automates data flows between them, while Notion serves as a flexible workspace for documentation, processes, and team coordination. Together, these tools create a seamless and efficient ecosystem that enhances visibility, automation, and overall team performance.
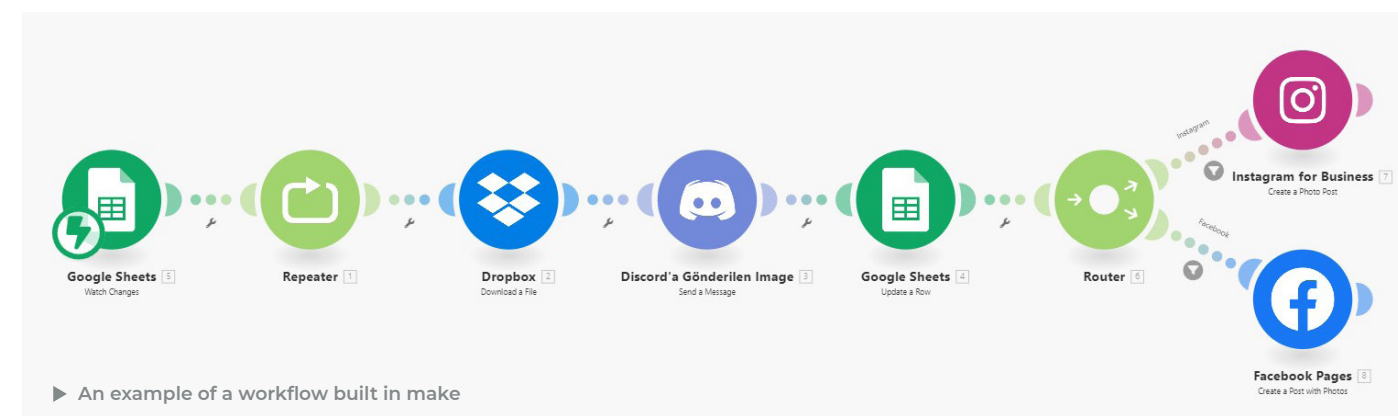
▶ An example of a workflow built in make

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 considerations, 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.

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

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

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.
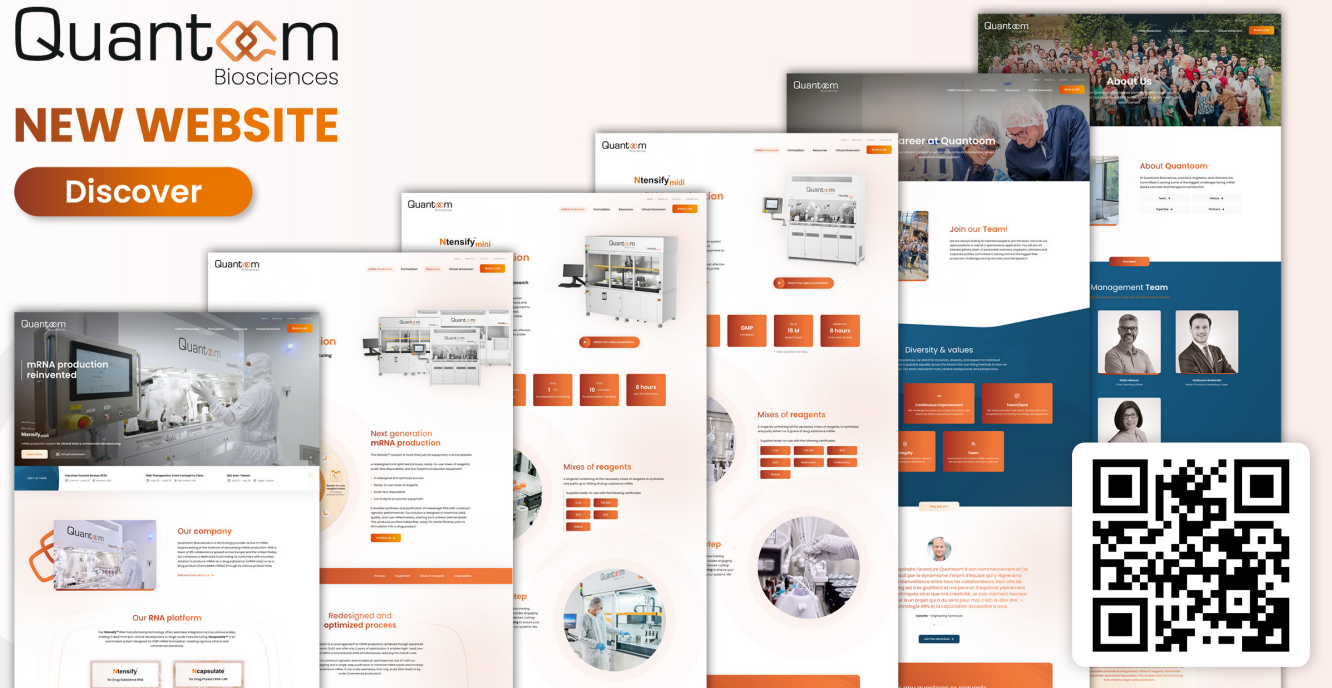
Social media

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 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.

	OncoDNA	MaSTherCell	Exothera	Quantoom
Posts	●	●	●	●
Community Mgmt	●	●	●	●
Advertising	●	●	●	●
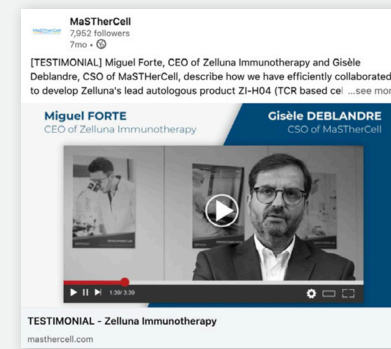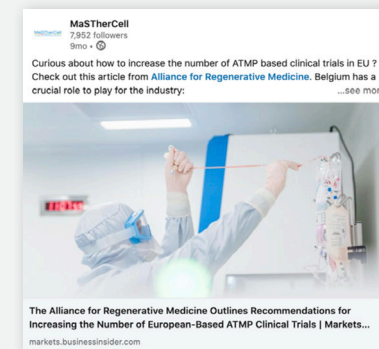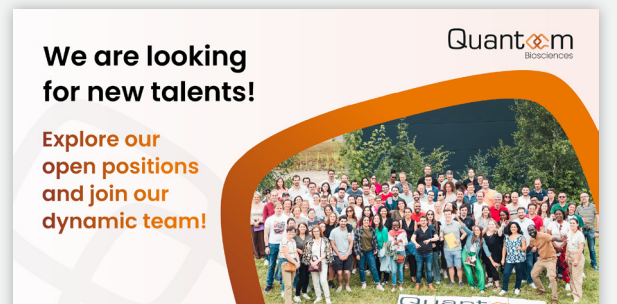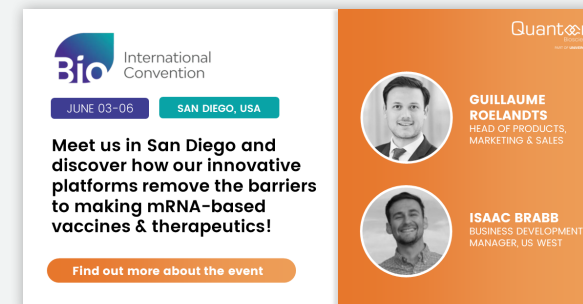
Scientific content

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

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

	OncoDNA	MaSTherCell	Exothera	Quantoom
Webinars	●	●	●	●
Articles	●	●	●	●
White papers	●	●	●	●

Example #1 - White Papers
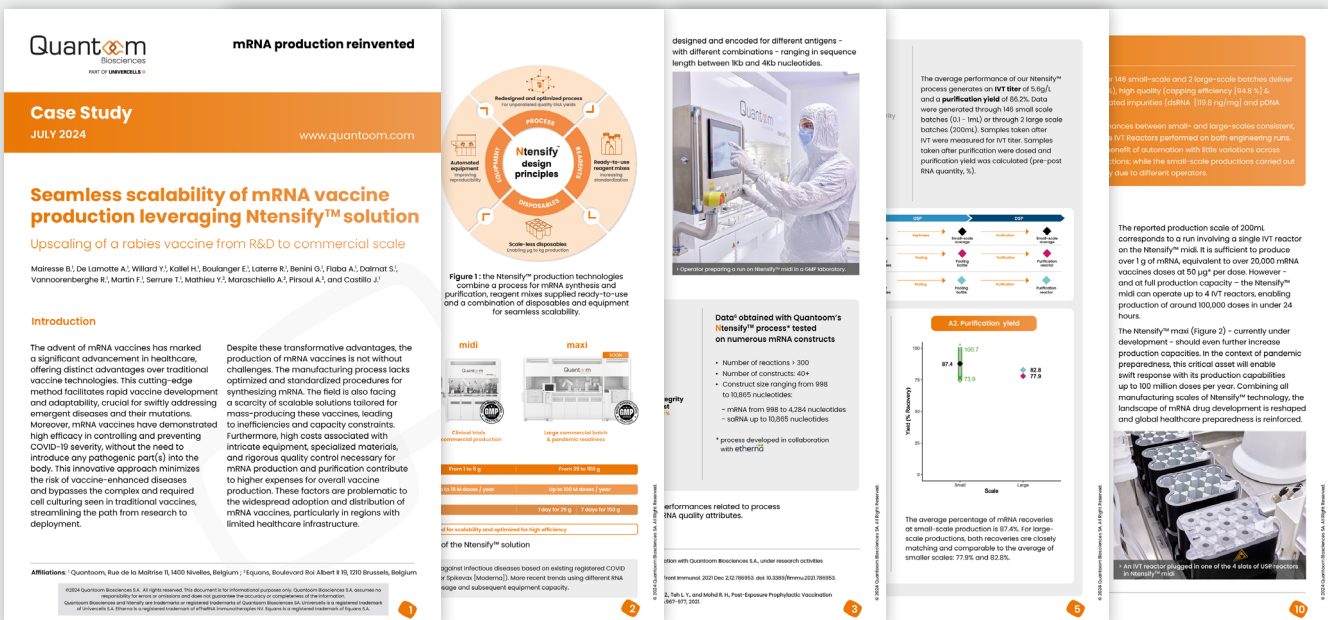
Example #2 - Articles

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.
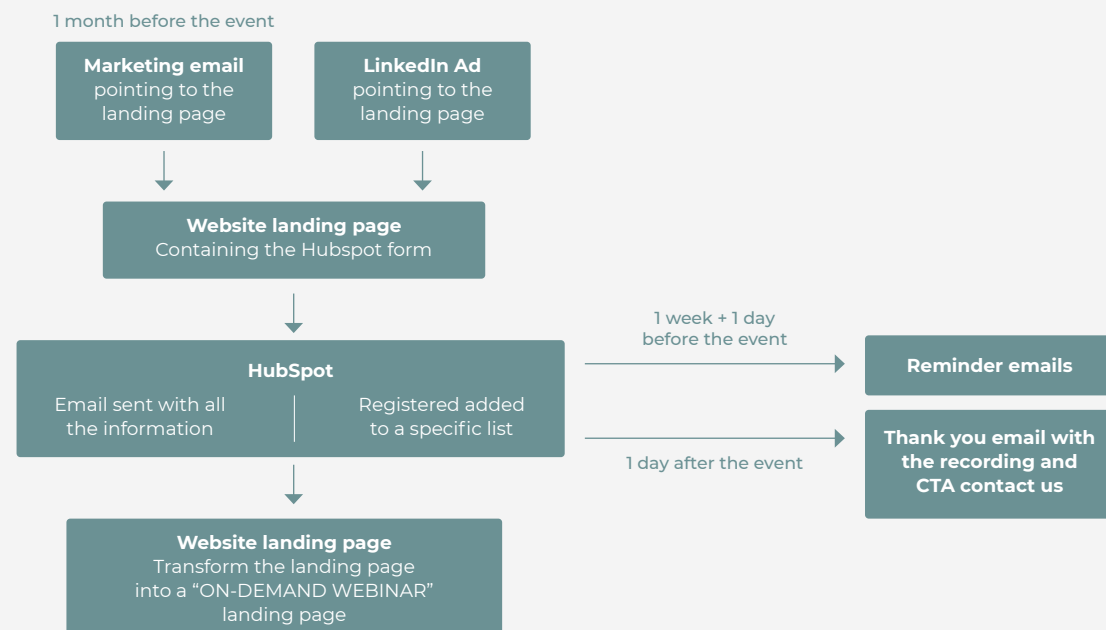
LANDING PAGES

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.
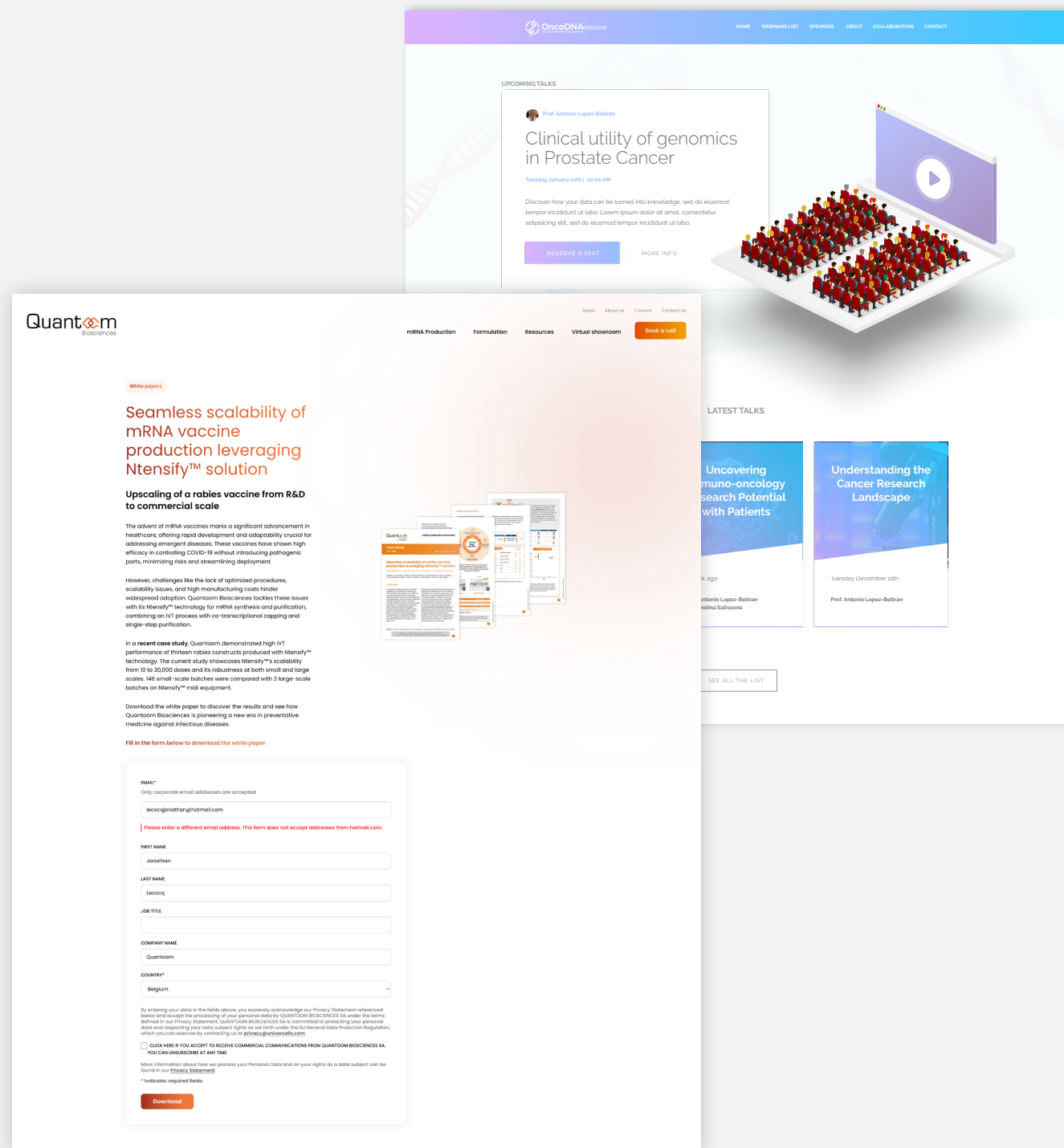
KPI analysis

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, analytics tools provide real-

time insights into audience behavior, conversion paths, and engagement trends. These dashboards help refine targeting, optimize budgets, and strengthen decision-making through clear, data-driven evidence.

	OncoDNA	MaSTherCell	Exothera	Quantoom
Facebook Insights	●	●	–	–
LinkedIn Analytics	●	●	●	●
Google Analytics	–	●	●	●

Examples of KPI reports
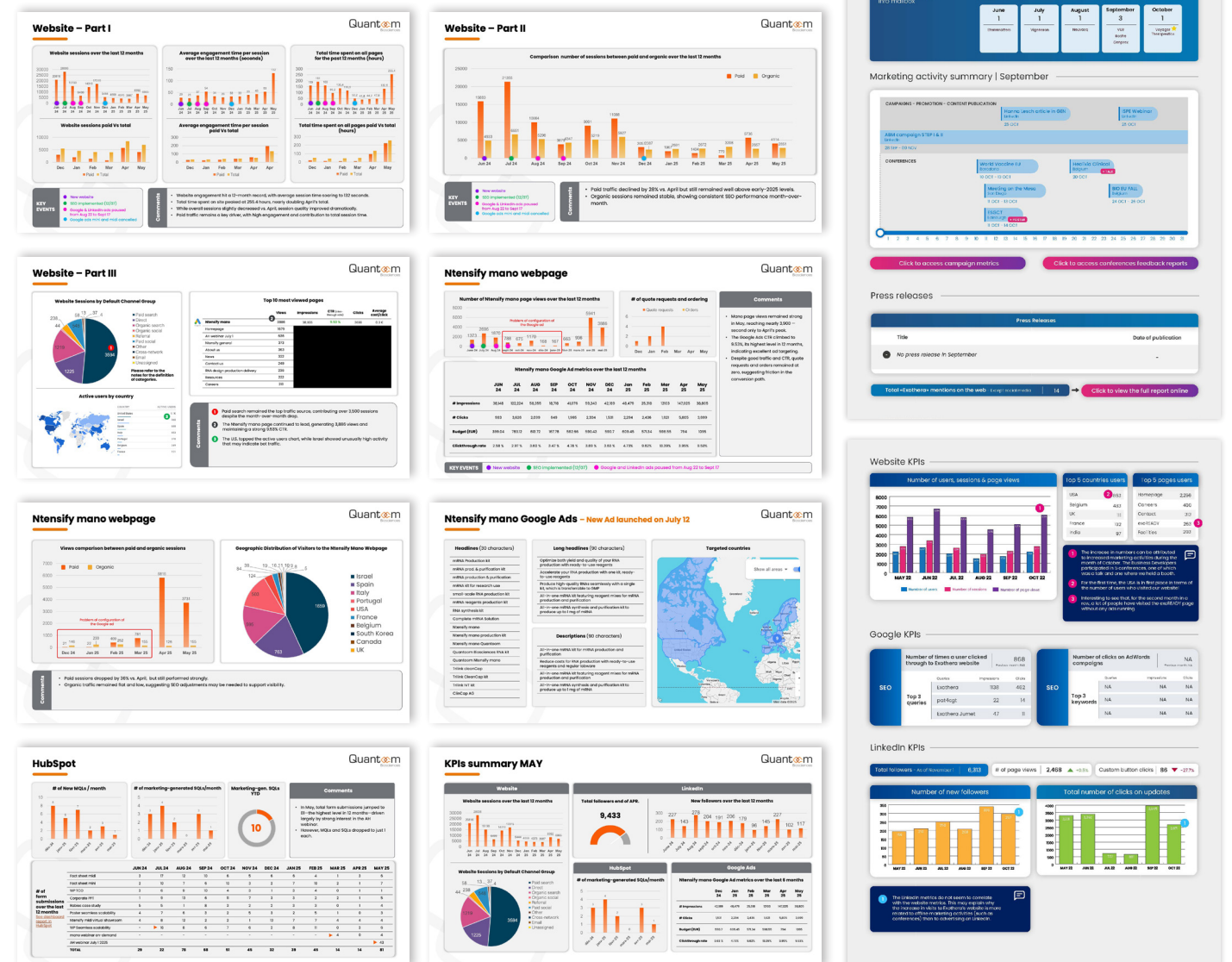
Marketing content

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 or scan the QR Code to discover

Created by
XRintelligence
Extended Reality

Example #3 - 3D design

Created by
archipelago

Created with
SketchUp

USP

DSP
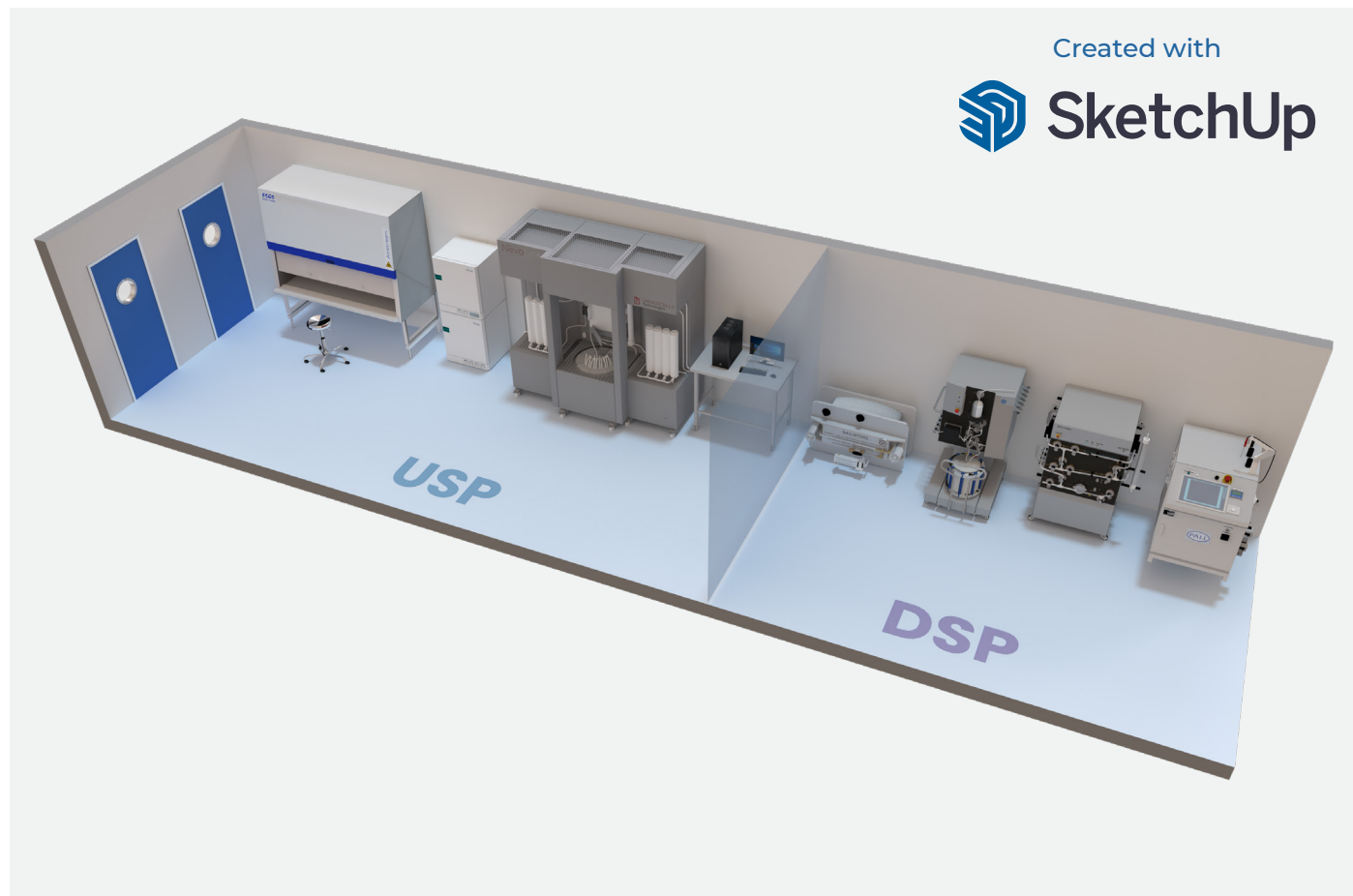
Example #4 - Creative posters

Every second counts! ™

Our facilities enable cell therapy companies to benefit from state of the art infrastructures and world-recognized experts, thus accelerating the arrival of cell therapies on the market. MaSTherCell's teams are fully committed to achieve their goal: to provide every patient with sustainable and affordable treatment, in a fast and cost-efficient way.

Example #5 - LinkedIn posts & ads
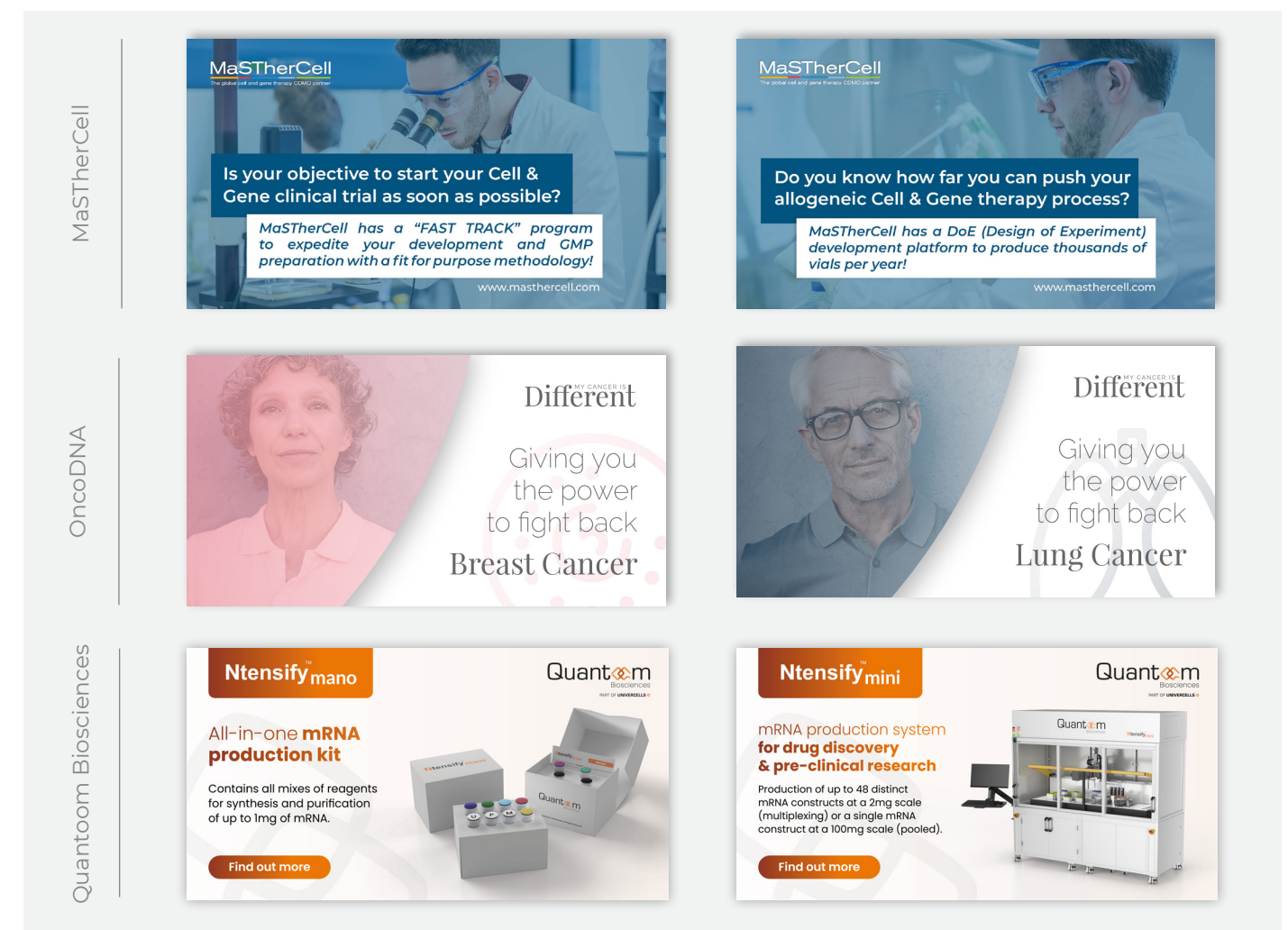
Example #6 - Testimonials

Click on the play icon or scan the QR Code 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

MARKET REPORT
Worldwide approved gene therapies based on viral vectors*

Example #8 - Printed Ads

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

Click on the play icon or scan the QR Code to access the video.

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

EXTERNAL

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

Craft and distribute news that showcase the company's achievements and strengthen its reputation, forming a core part of media relations efforts.

PRESS RELATIONS

Host journalists on-site and organize interviews to reinforce engagement and support the stories highlighted in press releases.

CORPORATE EVENTS

Organizing high-profile events and official ceremonies that showcase the company to key stakeholders, government representatives, and industry leaders.

VIP VISITS

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

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.

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.
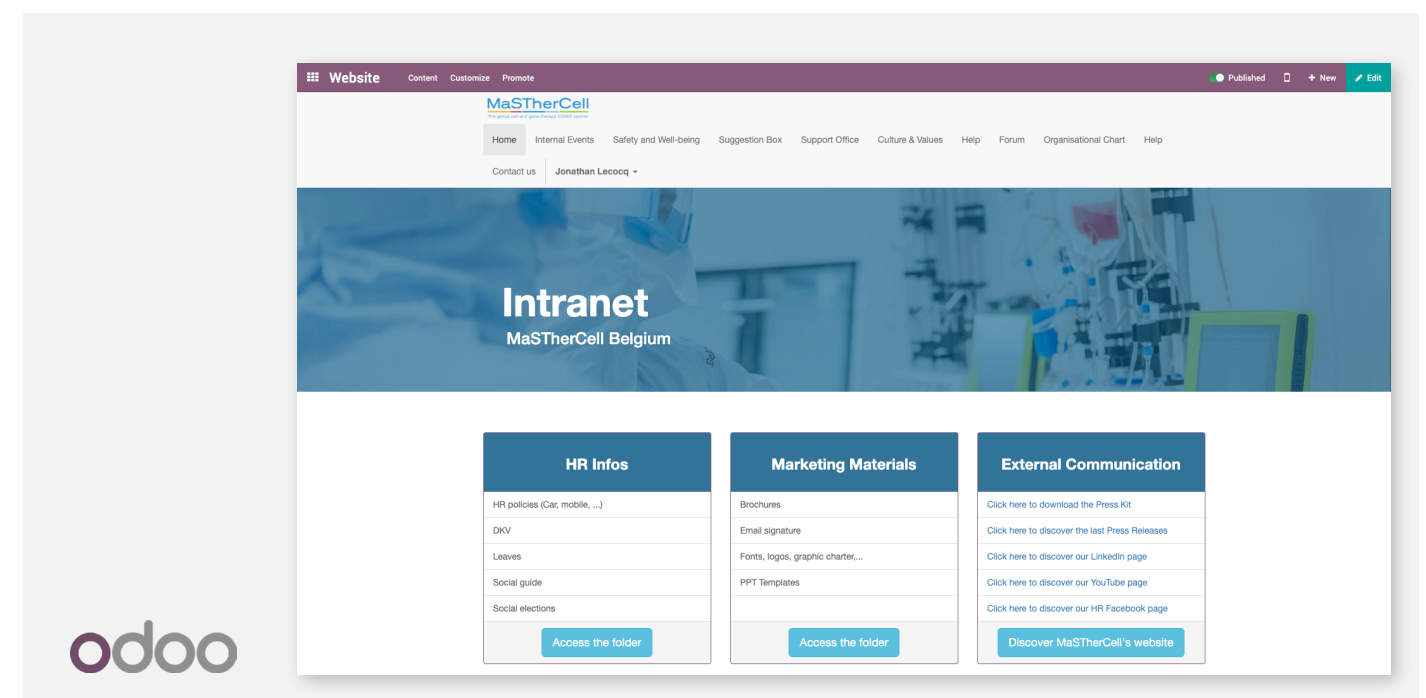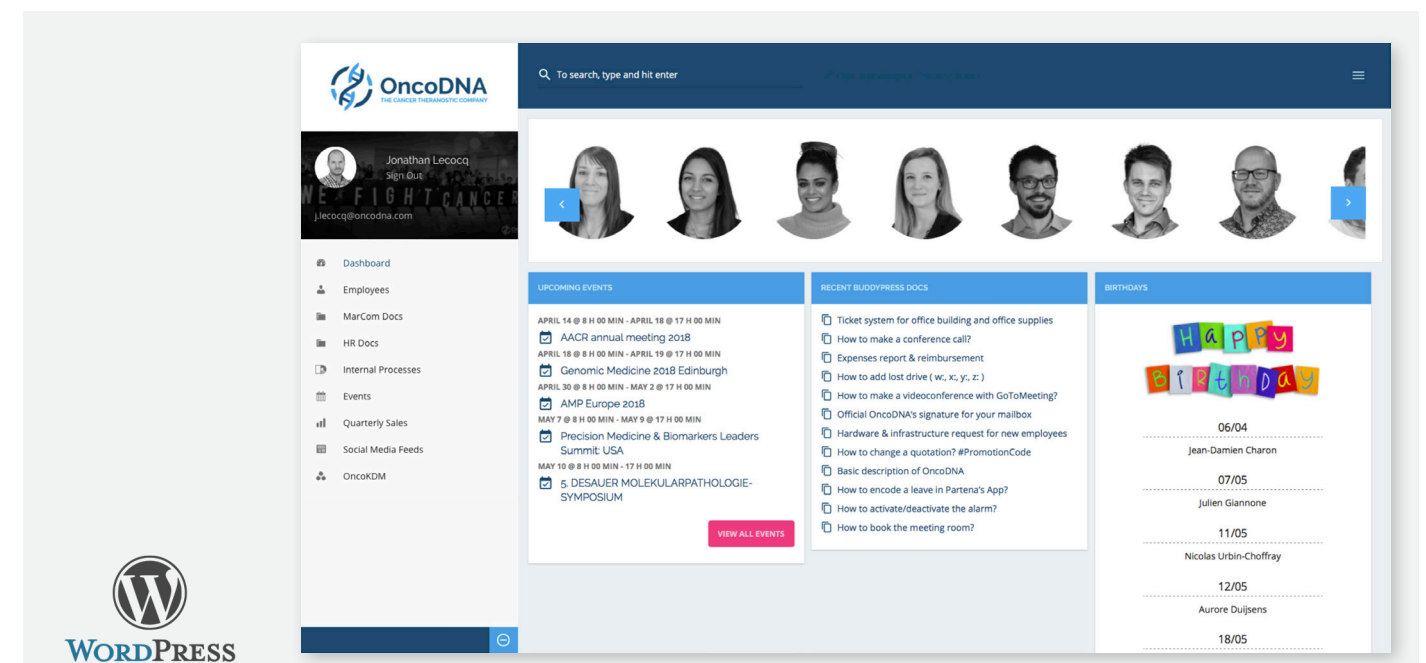
Press releases

As the lead for press releases, I collaborate with multiple press relations agencies in Belgium, London, and the United States. Through these projects, I connect with numerous editors and build a highly valuable network of media contacts. I leverage platforms such as Cision, which enable distribution to a wide database of media outlets and editors, ensuring that our news reaches the right audiences. For broader or more strategic visibility, I also work with newswire services

such as PR Newswire for large-scale international distribution, as well as specialized newswires for niche or sector-specific outreach. Finally, monitoring media coverage is crucial, and I use tools such as Meltwater, Cision Monitoring, and Google Alerts to assess reach, sentiment, and engagement — insights that help refine ongoing communication strategies.

	OncoDNA	MaSTherCell	Exothera	Quantoom
PR writing	●	●	●	●
PR diffusion	●	●	●	●
Press conferences	●	●	●	

PRESS RELEASE VALIDATION AND DISTRIBUTION PROCESS

Press conference

Here is an example of a press conference I organized with Univercells in 2022 for the opening of Exothera's manufacturing site in Jumet. The event was held in the presence of Prime Minister Alexander De Croo, together with Meryame Kitir (Minister of Development Cooperation and Urban Policy) and Thomas Dermine (State Secretary for Economic Recovery).

Media coverage

Analyzing media coverage after publishing a press release assesses the visibility, impact, and accuracy of the message across targeted media channels. This is important because it helps determine whether the communication objectives were met, guides future PR strategy, and informs management about the effectiveness of the outreach.
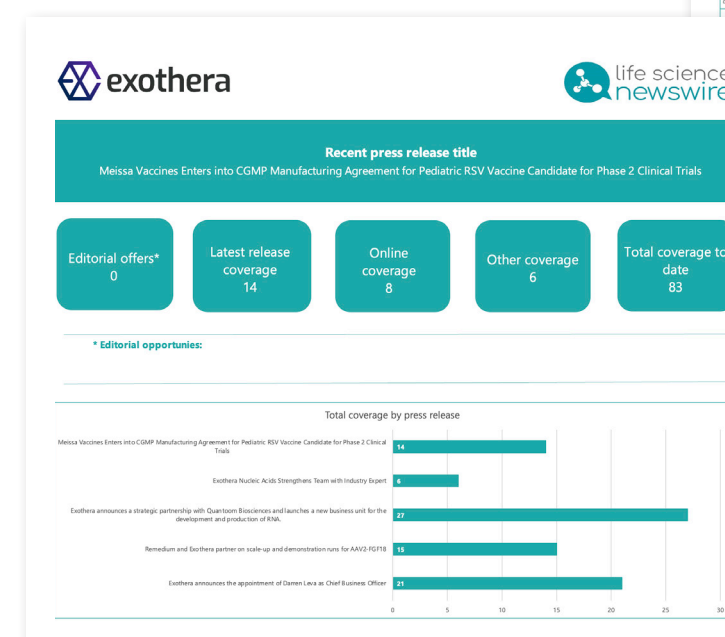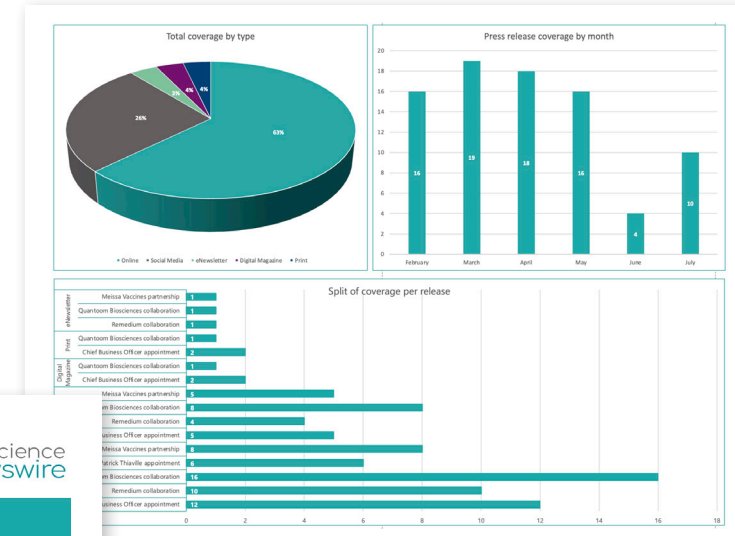
Press visits and interviews

Managing press relations also includes coordinating on-site press visits and interviews, as well as handling journalists' requests regarding site access, photography, filming, and other logistical needs.

Denis BEDORET
Managing Director

Press materials

When a company operates in a highly technical or scientific field, it is also essential to provide accessible, easy-to-understand materials, such as a press kit or a company brief, to help journalists accurately grasp and communicate what the company does.

Corporate events & VIP visits

Event management is another one of my core skills, 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 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.
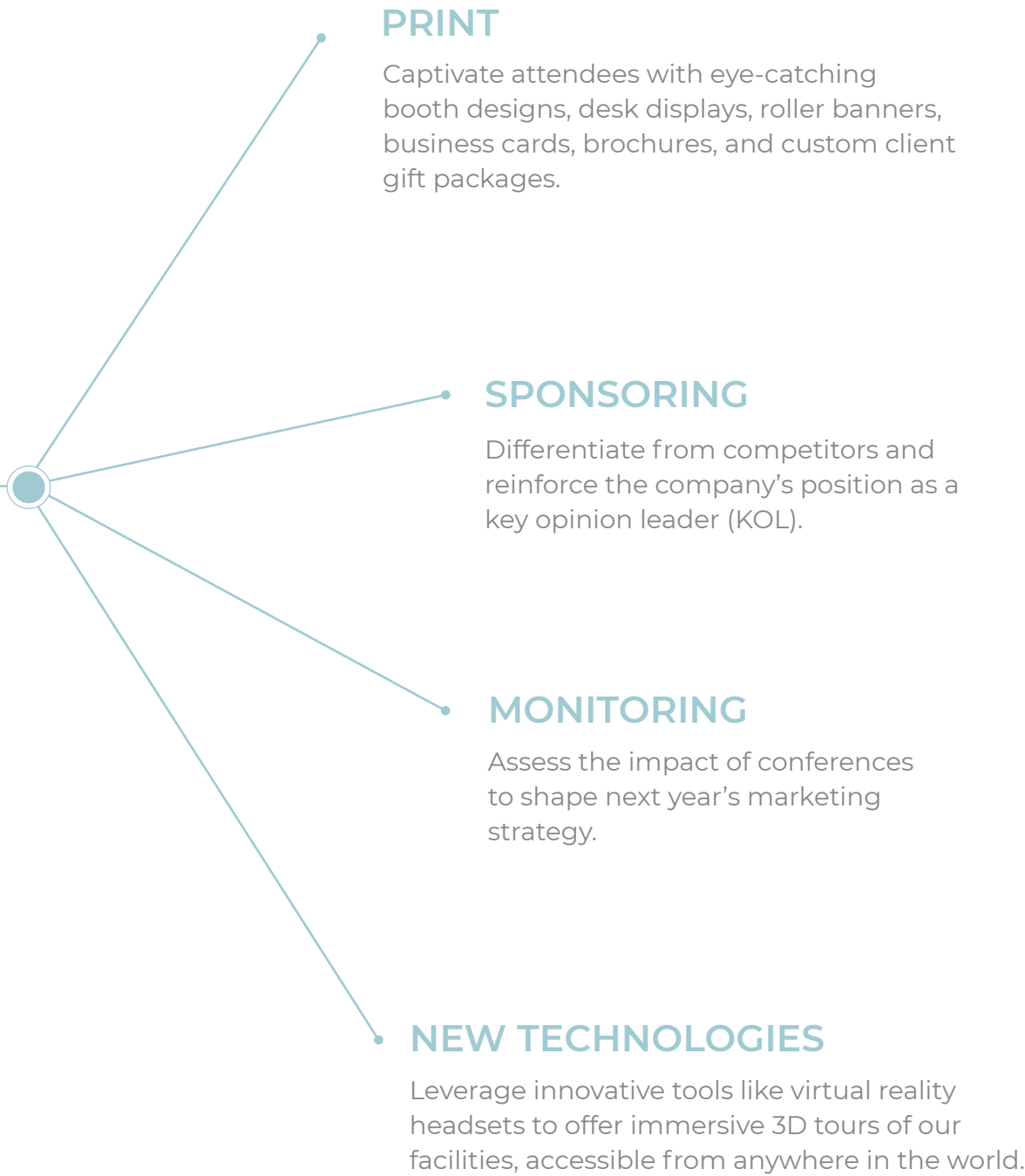
PRINT

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 shape 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 management 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
Infographics 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

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**.
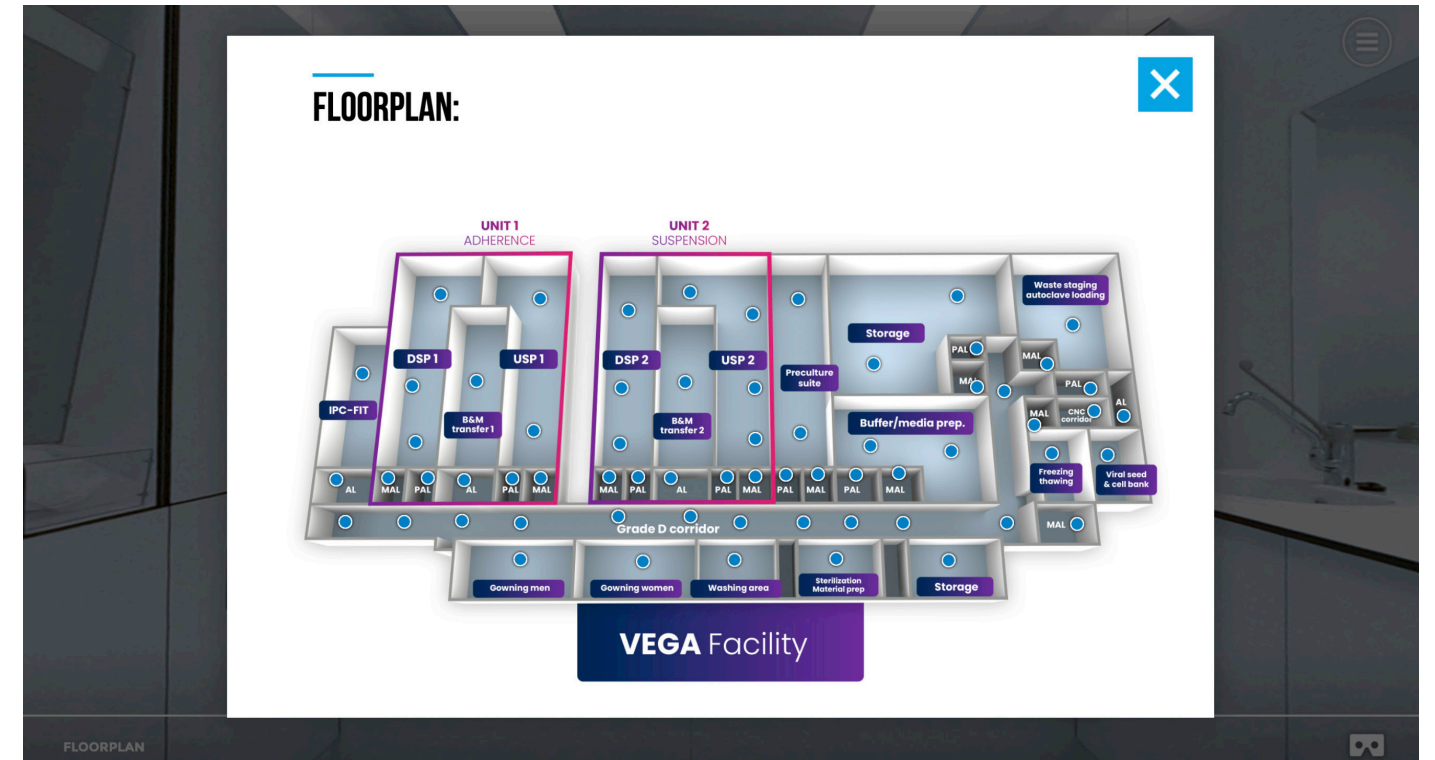
4. Customer experience

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	●	●	●	●
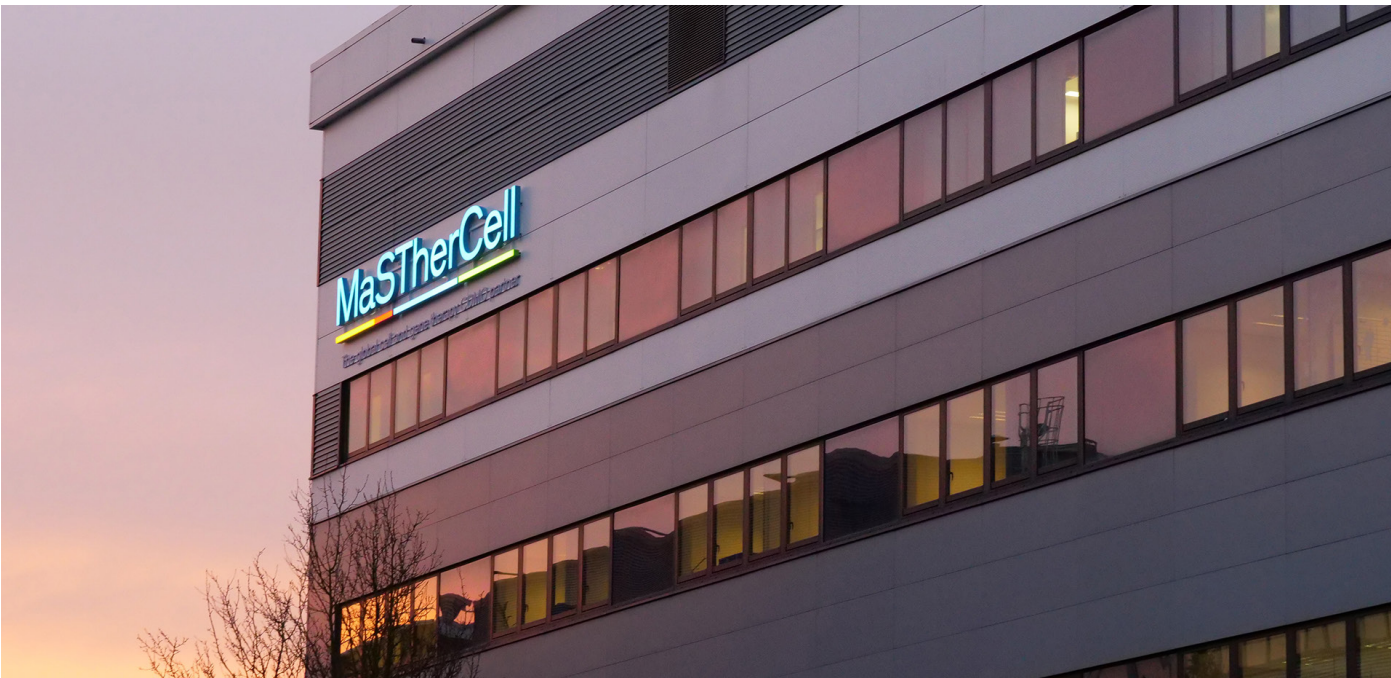
Packaging

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.
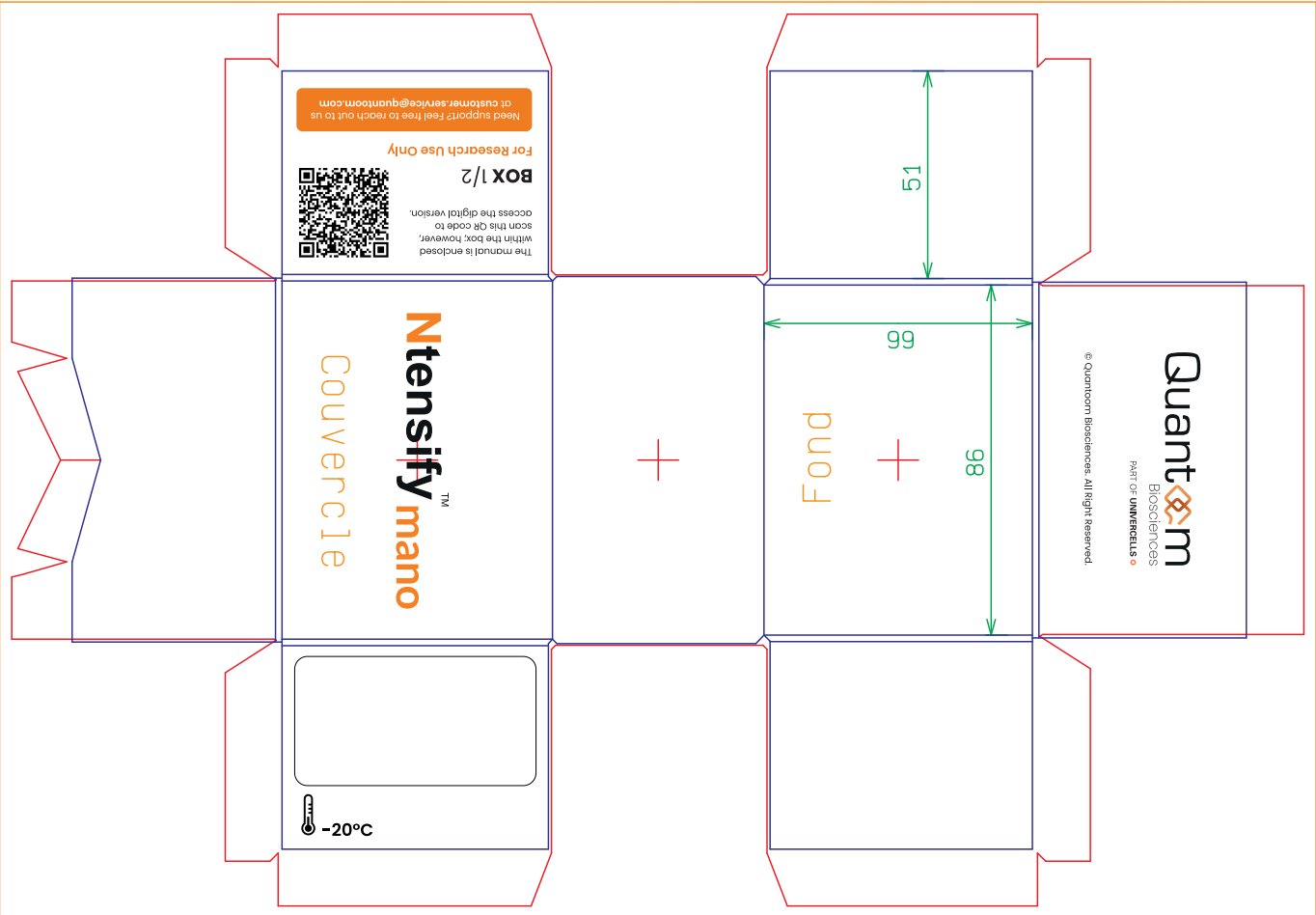
Slide deck

Standing out from the competition requires creating presentations that are visually appealing, concise, and thoughtfully designed, with minimal text and maximum impact.
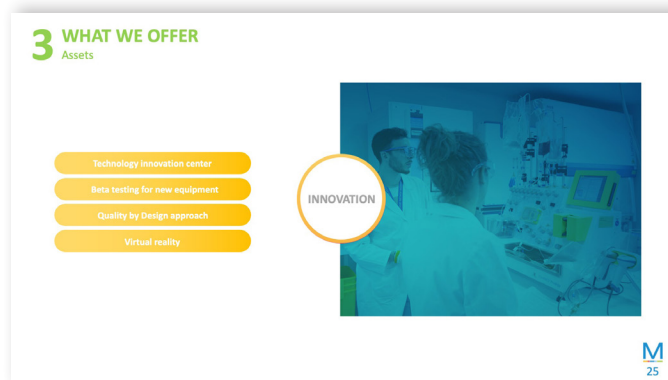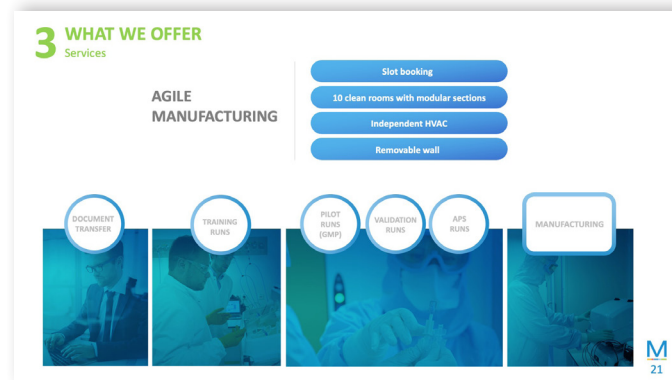
Visitor guides
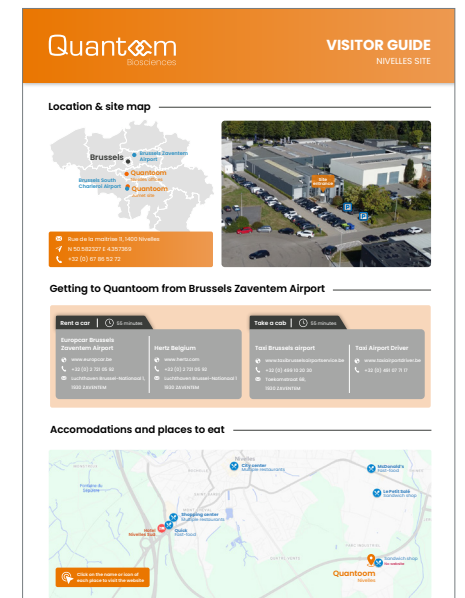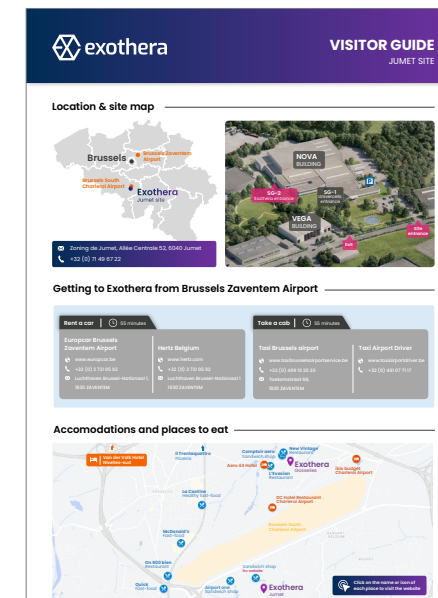
Visitor welcome & meeting space

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.
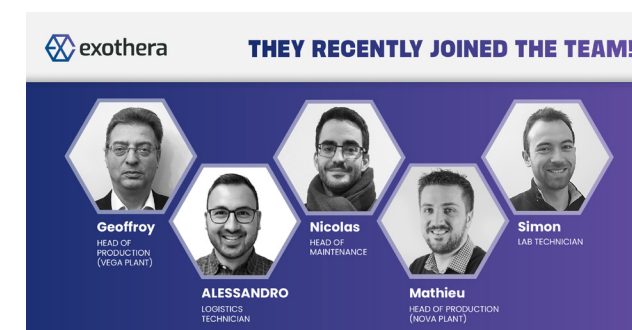
Example #1 - Family day

Example #2 - End-of-year party

Social media posts

Shine a Spotlight on Employees!

Wall frames

Showcase employees and core values!

Building Exothera together!
Jumet campus, June 17, 2022

DEVELOPMENT LAB
Microscopic analysis of a lymphocyte cell culture

We are the viral vector specialists
exothera
Engineering run of AAV production
in 200L suspension bioreactor

External events

HELA running, 2019

Welcome box

Jonathan Lecocq

+32 (0) 476 81 12 44

lecocqjonathan@hotmail.com

Rue de la Licorne 39, 7022 Mons

DOB: January 30, 1980