



# Raul Jimenez van Hoorn

I am a strategic creative driven to making digital assets that visually stun and functionally deliver.

<b>Nationality</b>	Spanish and Dutch
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<b>Portfolio website</b>	<a href="https://rjvh.digital">https://rjvh.digital</a>

## WORK EXPERIENCE

Since  
2012

### Freelance Website Designer, Developer, Graphic Designer, Digital Marketing Consultant

RJVH / DIGITAL TAILOR-MADE

- UX & website design and development (HTML, CSS, JS, PHP, WordPress, MySQL)
- Website hosting (cPanel, PhpMyAdmin, DNS)
- Visual brand identity design and guidelines (Photoshop, Illustrator, InDesign)
- Logo and branded assets design (Photoshop, Illustrator, InDesign)
- Logo, visual ID, website design and development of <https://worldcontainerdesign.com>
- Logo, visual ID, website design and development of <https://dehesamaladua.bio>

2018

### Junior Digital Marketing Consultant

FERN - NGO @ BRUSSELS, BELGIUM

- Integration of visual brand identity and communication across channels
- Visual brand identity design and guidelines (Photoshop, Illustrator, InDesign)
- Social media strategy planning (Facebook, YouTube, Twitter, Newsletter)
- Creation of branded social media image sharing templates (Facebook, YouTube, Twitter)
- Design and development of flexible re-usable email template (HTML, CSS, MailChimp)
- UX & website design and development of multilingual collaborative library <https://loggingoff.info/new>
- UX & website design and development of community website: <https://forestmovementeurope.org>

2017

### Website Designer, Developer and Graphic Designer

COMMUNICATION PACKAGE - COMMUNICATION AGENCY @ BRUSSELS, BELGIUM

- UX & website design and development (HTML, CSS, JS, PHP, WordPress, MySQL)
- Website hosting (cPanel, PhpMyAdmin, DNS)
- Graphic design (including infographics)
- Visual brand identity design and guidelines (Photoshop, Illustrator, InDesign)
- UX & website design and development of multilingual interactive projects map: <http://intra-acp-map.acp.int/>

2015

### Junior Digital Strategist

MUNDO DIGITALIS - DIGITAL MARKETING AGENCY @ ANTWERP, BELGIUM

- UX & website design and development (HTML, CSS, JS, PHP, WordPress, MySQL)
- Visual brand identity design (Photoshop, Illustrator)
- Design and development of flexible re-usable email template (HTML, CSS, MailChimp)
- Managing and evaluating of email marketing, Google AdWords, Facebook, and Facebook advertising campaigns
- Website design and development of travel and hotel website with booking functionality: <https://www.freetours.be/>

2015

### Brand Activation Marketing Intern

DEMONSTR8 - EXPERIENTIAL MARKETING AGENCY @ BRUSSELS, BELGIUM

- Conceptualisation of brand activation campaigns for Coca Cola and Leffe

2011

### Website Designer and Developer Intern & Lead Junior Designer

INCREATIE - DIGITAL MARKETING AGENCY @ HAARLEM, THE NETHERLANDS

- UX & website design and development (HTML, CSS, JS)
- SEO evaluation and optimisation
- Visual brand identity design (Photoshop, Illustrator)
- Persuasion design and customer journey design for webshops

## ACADEMIC HISTORY

2017  
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2015

### Masters Communication and New Media

METROPOLITAN UNIVERSITY

@ BUDAPEST, HUNGARY

Epistemological Foundations of Communication, Media Regulation Theories, Contemporary Social History, Representation Theories, Effect Mechanisms of Interpersonal Communication, Participatory Media, Artistic Communication, Critical Approach to Cultural Studies, Visual Culture, Theories and Social Functions of Media, Anthropology of Communication, Cognitive Approach to Communication, Non-verbal Communication

2015  
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2014

### Postgraduate Belgian Advertising School

THOMAS MORE @ MECHELEN, BELGIUM

Daily workshops given by the top Belgian advertising agencies, and weekly real-life advertising briefs and pitches. Setting up of a pop-up agency, Swiped, helping clients engage better with their audience via Social Media.

2014

### EACA Summer School

EACA @ ROME, ITALY

🏆 **First place** A week of intense workshops throughout which we had to prepare a pitch addressing a brief given by the Marketing Director of Mercedes Benz Italy. Our team was awarded the best pitch award!

2014  
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2013

### Masters Advertising and Design

UNIVERSITY OF LEEDS @ LEEDS, UK

Advertising, Persuasion, Visual Communication, Brand Management and Corporate Identity, Marketing Communication, Consumer Behaviour, Integrated Communication, Media Planning and Strategy

2013  
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2009

### Bachelor Multimedia Technology and Design

UNIVERSITY OF KENT @ CANTERBURY, UK

Computer Systems, Interaction Design, Visual Communications, Audio & Video Technology, 3D Modeling, Digital Photography, Digital Film-Making, Software Development, Website Design, Digital Visual Narrative, Visual Effects and Compositing, E-Commerce Technology, Video Game Design

Until  
2009

### Secondary Education with a focus on Maths and Sciences

HEILIG HARTCOLLEGE

@ TERVUREN, BELGIUM

## SKILLS

### Brand marketer

I am fascinated by the power of brands and council my clients on the importance of their brands having tangible and intangible differentiating factors, including a compelling origin story and a defined set of core values, that competitively positions their brands in the minds of the defined target audience, as to steer thought processes and lower barriers to desired behavioural changes.

### Digital marketer

With a user-centric mindset I create persona profiles and audience segmentation in light of the marketing strategy, to then design UX and wireframes with user-funnels that convert leads. To optimise lead generation, I can perform SEO analyses and optimisations, interpret Google Analytics, and manage social media and email marketing campaigns.

SEO



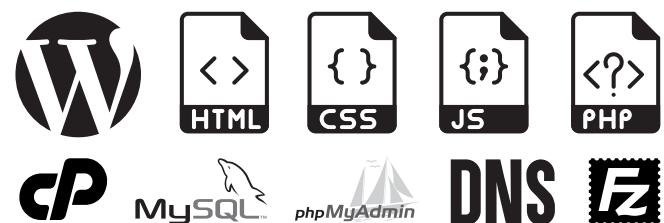
### Visual communicator

I apply notions of visual communication such as semiotics and shape and colour theory to my projects. Combined with my understanding of branding and marketing strategy, I design visual identities, logos, websites, and print-ready branded assets that aim to visually stand out and express the brand identity and marketing message.



### Creative developer

Through experience and relentless self-study I confidently deliver structurally sound, fast loading, responsive and cross-browser compatible websites with intuitive and persuasive design. I make use of code creatively to solve challenges and to offer my clients' websites unique functionalities. I excel specifically in modifying WordPress, creating my own themes and plugins tailored to my clients needs.



### Multicultural Polyglot

Being half Dutch and half Spanish, while having been brought up in Belgium, and having studied and lived for years in the UK, Hungary, and other countries, I have developed a cultural awareness and flexibility, and speak four languages.

