



# Adrien Binon

MARKETING & COMMUNICATION CONSULTANT

Brussels, BE

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## About me

With 10+ years in marketing and communication, I bring versatility and a creative approach to help organizations elevate their brand.

Passionate about leading projects from strategy to execution, I turn ideas into clear, high-impact initiatives that ensure sustainable success.

## Experience

2020-PRESENT

LA DALLE CREATIVE  
Brussels (BE)

### MARKETING & COMMUNICATION CONSULTANT | FREELANCE

From concept to execution, I help brands stand out by creating meaningful experiences that bring communities together and amplify them online through smart digital strategy and engaging content for lasting impact.

- Event production & culinary pop-up concepts
- Visual identity & brand storytelling
- Digital strategy & content creation

Clients: Regus, D-Side, Detralytics, Javry, Duvel, Panda, Monsieur Fleurs, Woluwe-Saint-Lambert, ...

2018-2020

ASQUARE PARTNERS  
Brussels (BE) &  
Paris (FR)

### MARKETING & COMMUNICATION MANAGER

- Rebranding & brand strategy
- Digital communication (LinkedIn, newsletter & website)
- Event planning & execution
- Client relations & CRM management
- Partnerships development & management

2016-2018

RÉSEAU DES MÉDIAS  
DE PROXIMITÉ  
Erpent (BE)

### HEAD OF RESEARCH & DEVELOPMENT

- Revenue growth through projects, services & partnerships development
- Research & market intelligence
- Trainings coordination

2014-2016

CADRECI  
Tubize (BE)

### COMMUNICATION OFFICER & TRAINER

- Public speaking trainer
- Design and production of communication materials
- Professional project management and individual coaching

2012 - 2013

QUINTILES  
Brussels (BE)

### SALES REPRESENTATIVE

- Providing healthcare professionals with technical information and maintaining long-term relations

## Education

### MASTER'S DEGREE IN EDUCATION (TEACHING CERTIFICATION)

UCLouvain, Louvain-la-neuve (BE)  
20013 - 2014

### MASTER DEGREE'S IN INFORMATION & COMMUNICATION

UCLouvain, Louvain-la-neuve (BE)  
2009 - 2012

### BACHELOR DEGREE'S IN MARKETING

Henallux, Namur (BE)  
2006 - 2009

## Expertise

- Project management
- Event planning
- Content creation
- Social media management
- Brand strategy
- Web development
- Clients & partners management

## Language

French : Native speaker

English : C2

Dutch : B2

## IT Skills

- InDesign
- Illustrator
- Canva
- Premiere Pro
- Microsoft Office
- Wordpress/Elementor
- Odo