



Tom Van Doorslaer

Marketing & communication
Strategy
Digital Media
Concepts & creativity
Business Development

With nearly **20 years of experience in media & advertising** at major Belgian media companies such as DPG Media and Rossel, I am an expert in business development, content marketing, and media strategy.

For the past few years, I have been working independently, focusing on communication, business development, social & digital media.

Over the last 15 months, I was responsible for the media strategy of brands such as L'Oreal, BYD, Lunch Garden, and Domino's Pizza at **PHD Media**. Additionally, I have worked on marketing projects for **AO76, Ghelamco, and Medianation**. My current assignment is in influencer marketing.

In my free time, I have set up **my own webshop with pop-up stores**, where I am very active on social media, organize events twice a year, and create a lot of content (www.nr10.store).

Curriculum vitae

Freelance/independent

Efluenz – Sales Manager (Jan 2025 – present)

Leading small sales team (ad interim), developing influencer marketing strategies for our clients

PHD Media (part of Omnicom Media) – Business Leader (October 2023– Jan 2025)

Responsible for the media strategie & managing the campaigns of a client portfolio + leading a small team of business managers (3 people). Clients: L'Oreal, BYD, Lunch Garden, Domino's Pizza, Elanco

Different freelance projects in marketing/communication/advertising at Ghelamco (advertising), Medianation (media), Antwerp Football Club (communication), De Facto Image Building (agency), AO76 (marketing fashion brand), Adriver (business development) between September 2022 and October 2023

Employed

DPG Media (2020 – 2022) – Sales Manager

Leading different salesteams in advertising – developed media strategies for advertisers

Proximus (2019 – 2020) – Smart Advertising Solutions

Developing Adressable TV, a new advertising solution on television by Proximus

Clear Channel (2017 – 2019) – Key Account Manager

Managed a client portfolio of Out Of Home advertisers

De Persgroep (2006 – 2017) – different roles in Marketing, Advertising Sales (Management) and Marketing Research

Qualifications

Executive Master in Marketing & Advertising, Solvay Business School
Brussels

Master in Handelswetenschappen, option Marketing Management,
Hogeschool Gent

Google and Meta certificates

Profound knowledge of Hubspot, Salesforce, Mailchimp, Photoshop, Canva,
Shopify, Wordpress, ...