



BRAND & COMMUNICATION EXPERT

LIONEL CALLAERT

As an **ENTP**, 'The Visionary,' I am an idea-driven professional with a wide range of capabilities, thriving on logical thinking and creative problem-solving. With an unwavering belief that life is design and design is life, I excel at grasping complex concepts and turning them into compelling brand images that resonate deeply. My natural leadership abilities allow me to inspire others to embrace bold ideas. If I had to describe myself in three words, they would be: Visionary, Problem-Solver, and Empathetic.

JOB & EXPERIENCE

2010 - 2024

Dorier / MCI Group

Group Marketing & Communication Manager

Geneva

Brand Development: Build Dorier's marketing into a cohesive, modern brand, boosting visibility and awareness over 14 years.

Marketing Strategy: Developed and executed comprehensive marketing plans, aligning with business objectives to deliver sustained growth and measurable ROI.

Team Leadership: Managed and mentored a high-performing team, fostering collaboration, happiness, and exceptional results.

Website Creation & SEO: Led several website creations and SEO efforts, increasing traffic, lead generation, and conversion rates.

Social Media Strategy: Strategically designed and implemented campaigns to drive audience engagement, brand loyalty, and measurable results across platforms.

Brand Identity: Established a consistent brand presence across all digital and physical touchpoints, including brochures, presentations, fleet vehicles, and stationery, enhancing brand recognition and trust.

2019 - 2024

Dorier / MCI Group

Head of Event Content Creation

Geneva

Content Management: Led a team in creating customized PowerPoint presentations for high-profile events, aligning visual storytelling with client objectives to enhance audience engagement and message retention.

Client Collaboration and Innovation: Cultivated and sustained trusted partnerships with corporate and institutional clients, delivering tailored solutions and ensuring strategic alignment with their goals.

Industry Expertise: Mastered design and communication codes across diverse industries, including luxury, pharmaceuticals, banking, and automotive, adapting creative strategies to resonate with specific market needs and client expectations.

EDUCATION

2025

Certificate in Motion Design - After Effects

CADSchool, Geneva

Certificate in Video Editing - Premiere Pro

CADSchool, Geneva

2006 - 2009

BACHELOR DEGREE IN MARKETING

EPHEC / Brussels, Belgium

Specialization in SME (PME) Management

Graduated with Distinction

SKILLS

| | |
|----------------|-------------|
| Branding | <div></div> |
| Storytelling | <div></div> |
| Web Design | <div></div> |
| Social Media | <div></div> |
| PPT Design | <div></div> |
| Team Mgmt | <div></div> |
| Account Mgmt | <div></div> |
| SEO, SEA, SEM | <div></div> |
| AI Integration | <div></div> |

JOB & EXPERIENCE

- 2009 - 2010

Marketing Trainee

TASMAC London School of Business
London

Direct Marketing: successfully spearheaded direct marketing initiatives, targeting international students for the Master's in Sciences program, resulting in a significant increase in inquiries and enrollments.
- 2009

Marketing Trainee

Clear Channel
Brussels

Analitic Marketing: assisted in the Marketing Department of Clear Channel Belgium, conducting analytical marketing, revising Ipsos campaigns, and performing verbatim analysis to measure the impact of outdoor advertising campaigns.

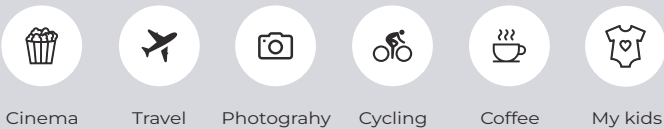
KEY CLIENTS & COLLABORATIONS



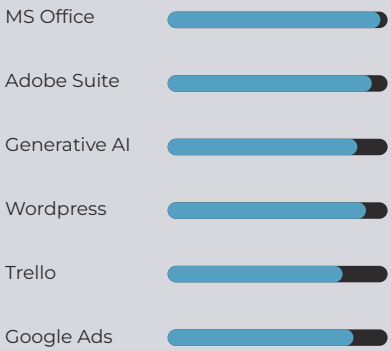
LANGUAGES



HOBBIES



TECHNICAL SKILLS



AWARDS

- CSSDA - 2022

Best UI, Best UX, Best Innovation & Special Kudos

Honored for exceptional design and user experience on [www.dorier-group.com](#)
- Awwwards - 2022

Website Honors

Achievements earned while collaborating with top-tier agencies TWKS and WOW, showcasing excellence in design and innovation.

REFERENCES

- Nicolas Hersant

Managing Director, Dorier SA

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- Edouard Neveux

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"Success is not final, failure is not fatal: it is the courage to continue that counts." **W.Churchill**