



# TOM DE MOOR

 2000 Antwerp, Belgium

 Inquire by mail

 tom.d.moor@gmail.com

 [linkedin.com/in/tomdemoor](https://www.linkedin.com/in/tomdemoor)

 [tomdemoor.com](http://tomdemoor.com)

## Experience

### Freelance Growth Marketer & Innovation Designer

November 2020 – present, Antwerp Belgium.

B2B & B2C growth marketing. Consulting in (inter)national projects.  
Currently active as a Senior Growth Consultant at upthrust.eu!

### Growth Architect at Atlasnine

September 2019 – May 2021, Antwerp Belgium. Freelance since Nov '20.  
Leading a team of growth marketers doing start-up/scale-up growth.

### Growth Strategist at LDV United

September 2018 – Augustus 2019, Antwerp, Belgium

Growth strategy for a-list Belgian brands: De Lijn, Mitsubishi, ...

### Growth Consultant & Experiment Designer at The Growth Revolution

July 2016 – September 2018, Antwerp Belgium

International consultancy in innovation and marketing.

### Intern Marketing & Innovation Analyst at Board of Innovation

February 2016 – May 2016, Antwerp Belgium

International office specialized in business model innovation.

## Education

### Innovation bootcamp at European Innovation Academy

Summer of 2015, Nice, France

Entrepreneurial studies about startups and innovation

### Interactive Multimedia Design at Thomas More

2013–2016, Mechelen, Belgium

Web design and development / Mobile Applications

### Application Development at Karel de Grote–Hogeschool

2010–2013, Antwerp, Belgium

Software management and computer networking

## Written

## Recommendations

### Recommendation by Enterprise Flanders

Written recommendation by Track 25 and partners, supported by Enterprise Flanders (Flanders Innovation & Entrepreneurship).  
Start the creative business of the future realized in 48 hours.

## Skills

Growth Strategy  
Growth Marketing  
Growth Hacking  
Digital Strategy  
Innovation Strategy  
Experiment Design  
Public Speaking  
Service Design  
Web Design  
Web Development  
Wordpress / Drupal

Blockchain Development  
Lead Generation  
Search Engine Optimisation  
Inbound Marketing  
Content Marketing  
Performance Marketing  
Design Thinking  
Marketing Automation  
Wireframing & Mock-ups / UX  
HTML5, CSS3, SASS, SCSS, PHP  
jQuery, Node.js, Angular.js, Solidity

## Languages

### Dutch

Native proficiency

### English

Full professional proficiency

### French

Professional working proficiency

### German

Elementary proficiency

## Extras

### Blockchain Developer Nanodegree Udacity

Creating decentralized applications (Dapps) on the Ethereum Blockchain.

### Hackaton 3rd place at ING Bank Belgium

IT Innovation in banking with 30 teams

### Pitch 4 Berlin by iMinds, AFT Leuven

Student tech startup project Berlin.

### Runner Up Student Entrepreneur by JIMTV & ING Bank Belgium

Second place pitching a mobile application on national television.

## Activities & interests

Spanish on Duolingo  
Side projects  
Fitness & Gym

Gravel biking  
Padel  
Gaming

Developing  
Exploring new things  
Anything competitive