





TOM DE MOOR

 2000 Antwerp, Belgium

 Inquire by mail

 tom@tomdemoor.com

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

 tomdemoor.com

Experience

Freelance Growth Marketer & Marketing Team Lead

November 2020 – present, Antwerp Belgium.

B2B & B2C growth marketing. Consulting in (inter)national projects.

Currently active as a Marketing Team Lead 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

Gravel biking
Boxing
Gaming

Developing
Exploring new things
Reading