



Benjamin Smet

eCommerce Specialist Europe

Born in Belgium on November 26, 1987.



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EXPERIENCE

MY JOBS

- February 2017 - Present

Panasonic Energy Europe eCommerce Specialist EU

Responsible for the European e-commerce strategy:
 Actions plans developed with local sales teams across Europe in order to achieve BP.
 Strategic online sales policy, e-commerce Distribution Strategy / Sales Channels.
 Window to our Japan HQ regarding e-commerce Topics.
 Working with several Stakeholders.
 Online Activities and ROAS Optimization.
- August 2014 - February 2017

GroupM Belgium AdOperation Manager

Organizing and developing campaign, tracking systems and campaign management for the Agencies.
 Managing workflow on Sizmek & Doubleclick AdServers.
 Dashboarding / Analytics for client & Agencies.
- February 2014 - August 2014

GroupM Belgium Search Engine Marketing Consultant

Daily planning management for PPC Campaigns. Working on High Quality services to reach high KPI's.
 Strategy consultancy for Clients.
- January 2012 - February 2014

Colorsquare.eu e-Commerce Manager

Managing the e-Commerce based on Magento from Client Order to Parcel Delivery
 Database Management - Sales Management - Supply Chain Management.
- November 2013 - Ongoing

E.P.H.E.C. Business School SEM Lecturer

Helping Students to understand Digital Marketing.
 How to succeed with your website. How Google SEO Works, How to start your first PPC Campaign.



EDUCATION

- 2011

E.P.H.E.C. Business School BACHELOR DEGREE

Bachelor Degree in Marketing & Management
 Thesis related to Digital Marketing.
- 2012

MAGENTO ADMINISTRATOR Certification Magento Certification

Back office Management through Magento.
- 2014

GOOGLE ADWORDS Certification Google Certification
- 2014

GOOGLE ANALYTICS Certification Google Certification