

DIMITRI LE ROUX

Marketing & communications specialist

www.rethinkingthebox.com

13/07/1987

+31 (0) 6 46 84 84 20

linkedin.com/in/dimitri-le-roux/

Dutch-French nationality

Amsterdam & Remote worker

dimitri@rethinkingthebox.com

[Synarchy](#) co-founder & team member

[reCourse](#) founder & key expert

SKILLS

Advice & strategy

Marketing & brand strategy
Concepting & ideation
Brand design & identity
Online & social marketing
Campaign planning
Internationalisation
Content strategy

Implementation

Market research & positioning
Storytelling & brand development
PR, advertising & influencer media
Product development & launch
Light web development & design
SEO copywriting & translation
Event management

Branch specialisation

Education & youth marketing
Food & drinks
FMCG
Lifestyle & experience brands
Sustainable projects & non-profit
Travel & Hospitality
Technology & ICT

Technical skills

Adobe (PS, IA, InD, LR, PR, AE) - Office - Canva - Wix - Wordpress - GPT

Personal characteristics

Analytical - Creative - Communicative - Hands-on - Disruptive

RECENT FREELANCE PROJECTS

❖ Marketing & communications consultant, [Urban Cultivator](#)

2019 - present Amsterdam

Product development A-to-Z
PR & Influencer marketing ENG

Website design & texts
Global eCommerce (Amazon, Google)

Optimisation of website & socials
Design & production of sales materials

For Urban Cultivator, I write and implement strategies for marketing, internationalisation and eCommerce. We are currently working on a brand-new product that will soon be launched globally.

❖ Business development manager, [Inholland University of Applied Sciences](#) 2021 – present NH & ZH

Student intake stabilisation
Recruitment activity management

Individual programme support
Content management (copy-audiovisual)

Growth strategy implementation
Promotion team setup & training

With regularity, I am asked by programmes to address complex issues around student recruitment and retention. From here, the company reCourse was also born in early 2024.

❖ Business consultant & financial planner, [Quinta do Mirante](#)

2019 - present Castelo de Paiva

Concept & business plan advice
English communication texts

Multi-year financial simulation
Link to Synarchy collective

Product development
Local network building

Quinta do Mirante is a family business. Within it, I contribute to business development, branding, hosting services, festivals, team building and events. I also helped establish a local entrepreneurs' collective.

❖ Creative strategist & brand consultant, [USP](#)

2019 - 2021 Amsterdam

Rebranding & new business process
Business development strategy

Pitch research & marketing input
PR & ads campaign support

Managing customer campaigns
Logo redesign & brand copy

For a fixed number of hours per month, I supported USP in new business and customer retention within tourism (e.g. Japan, Italy, Portugal, St Maarten, Dubai) and travel industry (e.g. Emirates, Corendon). Internally, I was tasked with developing their rebranding and market expansion strategies.

OWN COMPANIES

❖ Synarchy	Multidisciplinary collective	Any type of expert at your fingertips
❖ reCourse	Educational solutions	Strategic solutions in education

OTHER FREELANCE ASSIGNMENTS

❖ Co-founder Kaani Foundation	Foundation development	Synergy young talent in slums
❖ Interloire (Loire wines)	Campaign development & account	100K-200K per year (up to. 6 years)
❖ Rosé d'Anjou wines	Campaign development & account	600% NL market growth (6 years)
❖ CNIEL (incl. Gouda, Edammer)	Support 3-year campaign	Promotion of European quality labels
❖ HEMA	Design in-store visual workshop	Teaching photography to the elderly
❖ Unilever	Content creator Knorr/Unox	Design Swedish puzzle campaigns
❖ Orphanage Sri Lanka	Writing a marketing plan	Donation activation campaigning
❖ Cameleon Communications	Translations NL-FR-ENG	Clients within tourism & FMCG

PERMANENT EMPLOYMENT

❖ **Business development manager, Inholland University of Applied Sciences 2016 - 2018** **NH & ZH**

Student intake growth for full domain	Support 18 tech-ICT programmes	Internationalisation strategies
Modernising recruitment activities	Content management (copy-audiovisual)	Promotion team setup .& training

As budget holder, I managed annual marketing budgets of 100K-200K on behalf of the Engineering, Design & Computing domain. From the Recruitment & Enrolment Steering Committee, I worked alongside other domains on policy making. During my time at the college, enrolment across the domain grew by 20% annually. I have collaborated with several professorships, such as Big Data and Robotics, to bring in new technologies add value through study labs & innovation.

❖ **Account Manager & campaign developer, Alterego Marketing 2009 - 2012** **The Hague**

France AgriMer	Account management Benelux campaign for French wines - 400K annual budget (3 years)
Tussock Jumper	Co-inventor and storytelling strategist for a global wine brand (available at Jumbo)
Other accounts:	J.P. Chenet, Nature's Pride, Municipality of The Hague, Aldi Supermarkets, Bergerac Wines

TRAININGS & CERTIFICATES

❖ LOI	NIMA A	2010	Amsterdam, NL
❖ Sorbonne	English language & literature	2006-2009	Paris, FR
❖ Sumiyoshi High School	Cultural exchange year	2004-2005	Osaka, JP
❖ Hageveld College	VWO	1999-2006	Heemstede, NL
❖ IELTS	English test: score 8.5 / 9	2006	Amsterdam, NL
❖ JLPT N2	Japanese Language Proficiency Test	2005	Osaka, JP

LANGUAGES

❖ Dutch, English, French	Fluent	Professional copy & translation
❖ Japanese	Advanced	Speaking & reading at N2 level