

Sofie Callebaut

Digital Project Manager

B2B growth marketing, websites, content and AI workflows

CONTACT

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Portfolio
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Based in
Bouillon, Belgium. Remote or hybrid.

LANGUAGES

Dutch
Native

English
Fluent, professional level

French
Comfortable in everyday conversation

German
Basic

EDUCATION

Master's in Linguistics and Literature
Dutch and English, Vrije Universiteit Brussel, 2013

Management Assistant
Cevora, 2016 to 2017

TOOLS

HubSpot · Google Ads · Google Analytics · LinkedIn and Meta ads · MailChimp · WordPress · Squarespace · Claude (projects, skills) · Gemini Enterprise · Midjourney · Synthesia · Canva · Excel, PowerPoint

PROFILE

I take digital projects from first brief to launch: campaigns, websites, content and AI workflows. I've worked in **B2B digital marketing for 9+ years**, at GAMMA, Agilitas, Indeed and Sipro Media, and in 2026 with my own business. Along the way I've learned why a customer says yes, and where they drop off. That's what I look at first, in every campaign and every page.

EXPERIENCE

AI Workflow Designer & Content Manager — 2026
Own business (Cocoon Productions) · Bouillon, remote

- Took my own digital product from idea to sale: positioning, product page, how-it-works explanation and demo.
- Analysed 27 articles to find where readers dropped off, then built two new content clusters, each article with a measurable buying question.
- Built AI workflows in Claude for small businesses and marketing teams: B2B lead generation, conversion scans, and a knowledge base with a chat agent.

Senior Copywriter and Account Manager — 2024 to 2026
Sipro Media · Hasselt

- First point of contact for key B2B clients, including construction companies.
- Ran creative projects end to end, from concept and strategy to delivery and handover.
- Built the content strategy for Bouwinfo, an online platform, and in-depth guides for other clients.
- Used Gemini Enterprise, Midjourney and Synthesia for commercial visuals and video, which sped up production.

Senior Content Marketing Specialist — 2021 to 2023
Indeed Ireland Operations (EMEA) · Amsterdam

- Created and ran B2B content for Indeed Inspiration, with thought leadership campaigns for employers in the Benelux.
- Delivered recruitment campaigns for major accounts such as Ghent Police and NMBS/SNCB (Belgian Rail).

Digital Marketer — 2020 to 2021
Agilitas Group · Mechelen

- Ran the full go-to-market for the Paymate launch, turning high-level goals into concrete campaigns.
- Managed the external performance agency Grava (now Fightclub) and kept campaigns data-driven.
- Linked internal teams and partners, tracked campaign results and adjusted the message.

Digital Marketer — 2019 to 2023
GAMMA Belgium · Antwerp

- Ran SEO and discovery campaigns to grow organic traffic and visibility.
- Evaluated campaigns with the marketing team in analytics and adjusted the content strategy on the numbers.

Overlapping dates: I've often combined a freelance and an employed role at the same time.

WHAT I BRING

Demand generation
Google Ads with Smart Bidding (Target ROAS, Target CPA, Maximize Conversions), LinkedIn and Meta campaigns.

CRM and email
HubSpot (setting up and tracking campaigns) and MailChimp.

Website, SEO and conversion
WordPress and Squarespace pages, SEO, structured data, and scans for conversion leaks.

Project management
One clear plan, an owner and a date per task, regular updates, testing before launch.

> **How I set up B2B demand generation in HubSpot**
>
> - Agree on lead, MQL and SQL definitions with sales, then set up lifecycle stages, properties, consent and UTM rules, so every lead shows its source.
> - Build fit and engagement lead scoring, sync LinkedIn and Google Ads lead forms, and run nurture workflows with one goal, an exit rule and a task for sales.
> - Test every form and workflow before launch, track leads, MQLs, SQLs and cost per SQL weekly in a dashboard, and report monthly with three next actions.