

WHO I AM

46 years of age, originally from Limburg and residing in Antwerp.

My core values are: authenticity, creativity, harmony and results orientation.

In other words, I am a creative centipede with strong commercial flair.

I build trust relationships to achieve long-term sales: correctly and commercially.

By nature, I am a harmonising coach and a smart project manager.

I am looking for a full-time creative commercial customer-oriented senior position where I can work as part of a team.

WORK EXPERIENCE

“VITRINE” MAGAZINE MANAGER

After several years of teaching, I went looking for a job where I could grow further.

In 1991, I started as a magazine manager for the former printing house of Van Lee.

I created this magazine on my own: conceptually, editorially, in terms of format and sales.

“ALLROUND CREATIONS” FULL-SERVICE ADVERTISING AGENCY

In 1993, I had accumulated enough experience to start my own officially licensed full-service advertising agency. I employed four full-time staff.

Some of the customers: B to B, pan-European: Toyota's pan-European office, Hyundai, Intervet.

Consumer market, national and regional: Gamma Belgium, Peugeot's regional office, Opel's regional office,...

LECTURER IN CREATIVITY

In 2001, I had to slow down and took up a teaching position in the field of creativity.

“SENS-ART” PHOTO STUDIO WITH FULL-SERVICE ADVERTISING AGENCY

In 2003, I decided to express my creativity on a new level by setting up my own photo studio “Sens-art”, in combination with my already licensed advertising agency.

I organised my own exhibitions in Ghent and Brussels.

Some of the customers: Katoen Natie, Unief Antwerpen, portrait photography of managers and well-known Flemings (Johan Verminnen, Nic Balthazar, Paul Codde,...)

In conjunction with the 2009 crisis, some of the big customers dropped out.

Having paid off all my suppliers, I closed the books in 2010.

After a year of introspection, I realise that Sens-art was for me a too solitary venture. I now prefer to work in a group and as part of a team and be fully engaged as a loyal senior (45-year-old) employee.

EDUCATION

Higher pedagogical education with highest honours (Genk)

MARKETING

Long-term programme of Communication Marketing (Brussels)

Direct Mail at the Direct Marketing Know-How Institute (Ghent)

MANAGEMENT

Course in management and quality (Hasselt)
Evaluation and motivation of personnel (Genk)
Inner leadership for women (Antwerp)

CREATIVITY

Colour training and creativity (Ghent)
Photography at Syntra (Bruges)
Contemporary dance and choreography (Dworp)

COACHING

Neuro-linguistic programming (Lier)
Hellinger's systemic constellations for businesses (Ghent)
Practitioner, psycho-energetic coaching, 2nd year (Affligem)

ICT AND SOCIAL MEDIA

Various training courses on social media (Online)
Graphic software, Apple: Indesign, Illustrator, Photoshop...
Office packages: Word, Excel, PowerPoint.

PERSONAL GROWTH

Individual and independent travel: Siberia, New York, Boston, Gambia, Senegal, South Africa and Europe.

LANGUAGE SKILLS

Dutch and English	excellent
French and German	reasonable (speaking and reading)
Italian	basic knowledge

SPECIFICALLY WITHIN MY COMPETENCY PATTERN

I engage myself fully and am a loyal employee. I take my full responsibility within the necessary freedom. I opt for authentic, straightforward cooperation with my respectful employer, customers and suppliers. In doing so, I use my skills as a leading team player.

MY PERSONALITY ONLINE

Own website	http://www.heidigelders.be	portfolio
Own blog	http://blog.heidigelders.be/	
Linkedin	http://www.linkedin.com/in/heidigelders	references
Twitter	http://twitter.com/heidigelders	
Flickr	http://www.flickr.com/heidigelders	portfolio