




# Arnaud SCHOCKMEL

## Manager Digital Marketing

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### PROFILE

Born and raised in Arlon, a border town in Southern Belgium, I was always attracted to IT and website development while growing up. After graduating from high school, I attended the Haute Ecole Léon-Eli Troclet in Liege (Belgium), earning a Bachelor's degree with honors in programming and multimedia.

After completing this Bachelor's, I worked for four years as an IT specialist with Soluphil S.A. and supported the company in conducting some of the greatest mail auctions in Luxembourg. I was involved in all IT/digital matters such as network configuration, website development and design, creation of printed mail auction catalogs, advertisements, digital animation, etc...

While gaining solid work experience, I came to realize that IT and marketing are often closely connected. Thus, I decided to expand my knowledge in this specific area and completed a Bachelor's degree in marketing/web-marketing in 2010.

Then I joined KPMG Luxembourg in 2011 as an IT developer and focused my interests on new technologies.

After two years I was asked to be a member of the newly-created Markets, Innovation and Communication (MIC) team in which I continuously increased my digital skills by deploying innovative multimedia tools and finding new ways of presenting information (e.g. via inventive web solutions, infographics, mobile apps, blogs, and social media).

Today I am a Digital Marketing Team Leader and manage a team of collaborators with various professional profiles: among them are a web developer, two graphic designers and a video editor/3D motion designer.

### EDUCATION

- From 2012 - Present  
Training courses: Sharepoint, After Effect, Blender  
Vision IT Group & Telindus
- From 2009 to 2012  
Marketing, Webmarketing  
Chambre des Salariés, Luxembourg
- From April 2003 to 2006  
Bachelor's degree, Ecriture Multimedia, Bac + 3  
Haute Ecole de la Province de Liège "Léon-Eli Troclet", Belgium
- From 2002 to 2003  
Informatics  
Université de Luxembourg, Luxembourg
- From 1994 to 2002  
CESS, Mathematics / Science  
Athenée Royal Arlon, Belgium

### SKILLS

#### 1. Digital skills

Adobe Photoshop	●●●●●●●●●●
Adobe Indesign	●●●●●●●●●●
Adobe Illustrator	●●●●●●●●●●
Adobe Dreamweaver	●●●●●●●●●●
HTML5 & CSS3	●●●●●●●●●●
Javascript & JQuery	●●●●●●●●●●
CMS (Sharepoint, Adobe EM)	●●●●●●●●●●
Adobe Premiere	●●●●●●●●●●
Adobe After Effect	●●●●●●●●●●
Adobe Audition	●●●●●●●●●●
Blender 3D	●●●●●●●●●●
Photography & Video	●●●●●●●●●●

#### 2. Soft skills

- Digital project management
- Problem-solving approach
- Time management abilities
- Strong work ethic
- Working well under pressure
- Good communication skills

#### 3. Others skills

- Google analytics
- Search Engine Optimization
- Adobe Acrobat Pro
- Microsoft Office

### WORK EXPERIENCE

4  
YEARS

From 2007 to 2011  
Graphic Designer  
& Web Developer  
Soluphil S.A.

5  
YEARS

From 2011 to 2016  
- Webmaster & Developer  
- Manager Digital Marketing  
KPMG Luxembourg

### AWARDS



KPMG Luxembourg: Best Live Customer Experience  
Luxembourg Marketing and Communication Awards 2015  
Luxembourg Prime Minister appears as a hologram at grand opening of KPMG Luxembourg's new headquarters at 39 JFK



KPMG Luxembourg: Best Event Project  
Luxembourg Marketing and Communication Awards 2015  
KPMG Plage: Get ready for sand, sun and fun with KPMG's pop-up beach on Kirchberg

### LANGUAGES



### HOBBIES

