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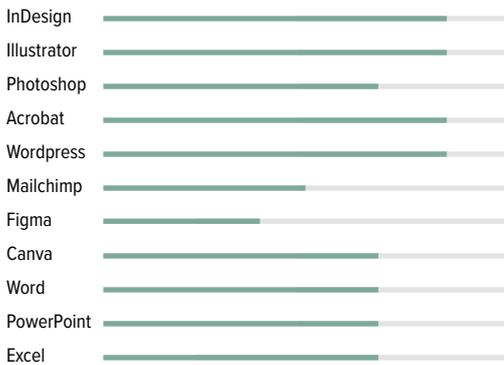
# SÉVERINE MOUTQUIN

## GRAPHIC DESIGNER

### CONTACT

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### SKILLS



### LANGUAGES



### EDUCATION & TRAINING

- Cefora: Video marketing - Successful videos with a smartphone  
SEPTEMBER 2025
- Berlitz School of Languages: English  
NOVEMBER > DECEMBER 2018 (A2), MARCH > APRIL 2019 (A3)
- GOOGLE - DIGITAL WORKSHOP: E-commerce, SEO-SEA  
JANUARY - FEBRUARY 2019
- Watermael-boitsfort Academy: Screen printing  
2013 > 2024 (Certificate 2017)
- Digital Masterclass: Social Media - Community Management  
2014
- Paf!: Introduction to Digital Publishing  
OCTOBER 2013
- Newskill/Colombus: Photoshop - Basic and Advanced  
OCTOBER > DECEMBER 2012
- Cepeggra: Indesign - Basic and Advanced  
2010 > 2011
- SIGN\* - Internship  
SEPTEMBER 2009
- Le 75 Higher School of Visual Arts: Bachelor's degree in graphic design  
2006 > 2009
- Institut de la Providence: Secondary school, Social sciences  
2002 > 2006

Experienced graphic designer specialized in print and digital visual communication, working with corporate, premium, institutional and event clients. Rigorous and versatile profile, with strong attention to visual consistency and production quality.

### PROFESSIONAL EXPERIENCE

#### GRAPHIC DESIGNER & PRODUCTION MANAGER

LANDMARKS | FEBRUARY 2022 – OCTOBER 2025

Main clients: VBO-FEB, THE LOFT by Lexus - Brussels Airlines Lounges, Toyota-Lexus, GBL, Cobepa, Together for Sustainability (Tfs), Ertico, Euro NCAP...

- Creation of print and digital marketing materials
- Layout design for annual reports, magazines and brochures
- Creation of visuals for campaigns, mailings and social media
- Signage and event communication materials
- Management and update of content platforms

#### SALES & CUSTOMER SUCCESS MANAGER

TALUNDRACADEMY | AUGUST 2020 – JANUARY 2022

- Customer guidance and consulting to convert prospects into clients and ensure retention
- Marketing activities (conversion, engagement, customer satisfaction)
- Continuous improvement of customer journey and user experience
- Creation of communication campaigns (email marketing, social media)
- Co-creation of content and training with platform partners
- Planning, workshops and partner coordination

#### FOUNDER & BRAND MANAGER – E-COMMERCE & RETAIL

KOTTON | SEPTEMBER 2016 – JUNE 2025 (PART-TIME SELF-EMPLOYED)

Handmade textile brand

- Art direction and brand development
- E-commerce management
- Targeted communication (email marketing, social media, events)
- Analysis of customer behavior and adaptation of marketing actions
- Raw material sourcing
- Production: screen printing, sewing and customization (Belgian Certified Crafts)
- Product presentation and customer experience, online and in-store
- Management of a pop-up store "79 Art & Design Store" (July – December 2018)

#### SALES ADVISOR & VISUAL MERCHANDISER

ARKET | AUGUST 2019 – AUGUST 2020

- Personalized customer service focused on experience and loyalty
- Understanding in-store customer behavior
- Product presentation, visual merchandising and consistency
- Stock management and replenishment
- Contribution to retail experience and in-store promotions

#### GRAPHIC DESIGNER & PRODUCTION MANAGER

BIG BAD WOLF – BRAND-TECH AGENCY | DECEMBER 2016 – AUGUST 2018

Main client: Air Belgium

- Development of visual identity and brand guidelines (print and digital)
- Creation of communication materials and promotional items
- Packaging, event signage and internal communication
- Coordination with printers and technical partners
- Production follow-up and quality control

#### GRAPHIC DESIGNER & PRODUCTION DIRECTOR

BEST OF PUBLISHING / BEST OF DIGITAL MEDIA | JANUARY 2014 – NOVEMBER 2016

Events: Digital First, European Business Summit, Brussels Design September...

- Creation of visual identities and communication materials for events
- Print and digital materials: media kits, flyers, web banners, mailings
- Budget management and logistics follow-up (planning, quotes, suppliers)
- Coordination of suppliers and partners

#### GRAPHIC DESIGNER

BRUSSELS DESIGN SEPTEMBER | JUNE – AUGUST 2013

- Magazine layout and event materials
- Creation of print and digital materials (signage, advertising, web banners)

#### GRAPHIC DESIGNER & PRODUCTION MANAGER

STUDIO GOFFIN | AUGUST 2010 – FEBRUARY 2013

- Creation of visual identities and brand guidelines
- Print communication materials (annual reports, magazines, flyers, packaging)
- Production follow-up and supplier coordination