

Stéphanie Colle

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Career Profile

Web specialist with several years' experience, two of which in banking and insurance, competent in the fields of digital communication, web editing, social media and UX, with a wide skills range:

- Designing and editing engaging web material for a wide range of audiences and media
 - Experience with end-to-end projects in an Agile environment
 - A quick learner who can easily absorb new ideas and put them into practice
 - Strong understanding of UX principles, multi-channel content strategy and processes, and SEO
 - Ability to prioritize work and adapt to changing demands and deadlines
 - Fluent in English and French with a good working knowledge of Dutch
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Relevant Experience

- Currently improving the online and mobile experience of ING customers by guaranteeing all content is accurate and meets the quality standards set by ING; by optimizing the content to improve readability, usability and "findability" (SEO); by keeping the content up to date, relevant and attractive
 - Managed and published digital content through various CMS for BNP Paribas Fortis' NextGen global redesign project and the revamping of all of its current transactional and public websites, including Easy banking, Hello bank! and Fintro
 - Collaborated with UX, copy and testing teams (Agile/Scrum methodology) to integrate content, test it and insure usability, report issues, and apply fixes on various BNP Paribas Fortis digital projects both while working at BNP Paribas Fortis and Idweaver
 - Curated, edited and distributed newsletters and online edits to market products or to advocate specific concepts while working at Profile Fashion and at the U.S. Embassy as Junior Web Designer and as Assistant Information Officer, respectively
 - Developed and maintained a number of websites for various clients over the years, insuring their online presence and visibility through design, content management and SEO
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Technical Skills

- CMS & e-Commerce: HP TeamSite, Telerik Sitefinity, Magento, WordPress, MailChimp
 - Front-end: HTML, CSS, and notions of JavaScript
 - Visual: Photoshop, InDesign
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Professional Trainings

- UX Foundation Training and Workshop, UX Training, Brussels 2016
- Agile Methodology (Scrum), BNP Paribas Fortis and Idweaver, Brussels 2015 & 2016
- TeamSite and Sitefinity CMS, BNP Paribas Fortis and Idweaver, Brussels 2015
- Magento CMS, Vaimo, Brighton and London 2013

Formal Education

- MA in Art History & Archaeology, Université Libre de Bruxelles, Brussels 1996
- Senior High School Diploma, Shasta High School, Redding, California 1991

Languages

- French: mother tongue
- English: near native
- Flemish: good working knowledge

Employment History

- ING Belgium, Brussels, Belgium 2016 – current
Web Specialist | Content Manager
- Idweaver, Brussels, Belgium 2015 – 2016
Digital Content Manager (For BNP Paribas Fortis and Hello bank!)
- BNP Paribas Fortis, Brussels, Belgium 2015
Web Content Editor (Consultant on behalf of NeoFacto)
- Correct English, Brussels, Belgium 2014
Webmaster (Freelance)
- Profile Fashion, Brighton, UK 2013 – 2014
Junior Web Designer
- American College Alumni 2012 Reunion, Louvain 2011 – 2012
Webmaster (Freelance)
- Various Clients & Organizations, Brussels & Louvain 2005 – 2012
French-English Translator (Freelance)
- Arete Technology Solutions, Inc., GA, U.S. 2008
Web Designer (Freelance)
- Noctus AE, Inc., MI, U.S. 2006 – 2007
Web Designer (Freelance)
- Nostra Aetate Chair, UCL-KUL, Louvain 2006
Webmaster (Freelance)
- American College, Louvain 2004 – 2007
Webmaster, Web Designer & Photo Editor (Freelance)
- U.S. Embassy, Brussels 2001 – 2003
Assistant Information Officer