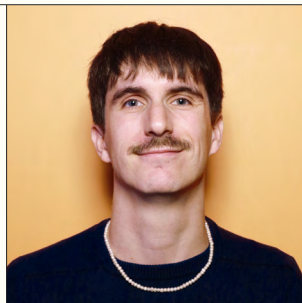


PASCAL KAISIN



21-09-1995

Belgian & Argentinian Citizen

Het Breed 905, 1025JE, Amsterdam

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[+31 6 14 67 41 16]

WORK EXPERIENCE

Visual Designer

Bol, Utrecht, Netherlands [July 2022 - Oct 2025]

- Contributed to the development and roll out of bol's new visual identity, including creating brand guidelines.
- Designed print and merchandise: delivery packaging, delivery trucks, posters, cards, sweaters, mugs, etc.
- Created digital assets for internal communications and advertising templates (Smartly).
- Supported teams in applying the new identity across print and digital channels (advertising, website, email).

Display, Social & App Marketeer

Bol, Utrecht, Netherlands [Jan 2021 - Jun 2022]

- Managed all display, social, OLV and app install campaigns in French-speaking Belgium.
- Developed creative concepts together with designers and agencies for the always-on campaigns.
- Designed app store graphics for A/B testing.

Performance Marketing Specialist

G-Star RAW, Amsterdam, Netherlands [Feb 2019 - Mar 2020]

- Initiated campaign concepts with the design team.
- Managed performance marketing globally supported by three agencies (Paid Search, Paid Social, Display and Affiliates).

Paid Search Marketeer

TravelBird, Amsterdam, Netherlands [Nov 2017 - Nov 2018]

- Managed search engine advertising in 7 countries.
- Lead the France & Belgique growth team, managing from creative thinking to implementation of cross-channel campaigns.

EDUCATION

Diploma Graphic Designer

United Pop, Amsterdam, Netherlands [2020 - 2021]

- Visual communication and advertising material.
- Color, shape, perspective and font.
- Computer-based layout and image editing.
- Corporate design, logos and image campaigns.

Master of Science in Marketing

*Vrije Universiteit, Amsterdam, Netherlands.
[2016 - 2017]*

One-year Exchange Program (Marketing Major)

*The City University of New York, New York, USA.
[2015 - 2016]*

Bachelor in Business Administration

*University of Lyon III, Lyon, France.
[2013 - 2016]*

French & Spanish Baccalaureate (with Honors)

*Charles de Gaulle International High School, Dijon, France.
[2010 - 2013]*

SKILLS

Computer Skills

Adobe Illustrator, Photoshop, InDesign, XD and Lightroom, Figma, Microsoft Office; Google Suite.

Languages

- French: Native
- English: Fluent
- Spanish: Native
- Dutch: Intermediate (B1)

LIFE ACTIVITIES

Art

Paint and paper art business (@pascalkaisin.art)

Volunteer work

- Created digital media plan for BlinkNow's fundraising in the Netherlands (NGO empowering nepalese children).
- Helped with coordination of charity fundraising in Lyon (Rotaract Club - Rotary International).