



CONTACT

PHONE

+32 494 49 67 49

E-MAIL

drj.charton@gmail.com

PORTFOLIO

www.charton.eu

LINKEDIN

linkedin.com/in/didiercharton

LOCATION

Jodoigne, Walloon Brabant (BE)

LANGUAGES

French	Native
English	Professional
Dutch	Intermediate
Spanish	Intermediate

TOOLS

Design & video

InDesign · Photoshop ·
Illustrator · Premiere Pro ·
Acrobat Pro · Canva

Web & email

WordPress · Joomla ·
Mailchimp · Brevo · Positive
User

Search & analytics

Google Ads (SEA) · SEO · GEO ·
Google Analytics · Google
Business Profile

Artificial intelligence

Claude · Gemini · ElevenLabs ·
Nano Banana

CRM / ERP

Odoo · SAP · Powerpartner

Office

Microsoft 365 (PowerPoint,
Excel, Word, Teams)

Didier CHARTON

B2B Marketing & Communication Manager

Digital · Content · Events — industrial sector

I run communication for B2B industrial companies from strategy to execution: websites, social media, customer magazine, advertising campaigns, trade shows and events. Trained in Agile Scrum and change management, I bring teams, tools and audiences together around one project.

30

years in B2B
industrial
marketing

30+

trade shows
organised

25+

social media
accounts
managed

250 k€

annual budget
managed

CORE SKILLS

Digital

Websites and CMS end to end · Social media · Email marketing · SEO / SEA / GEO · Video

Editorial & print

Customer magazine · Product documentation · Press relations · Advertising and media buying

Events

Trade shows · Client events · Open days · Internal communication

EXPERIENCE

Marketing & Communication Manager

2016 – present

ABM TECNA · Fleurus

- Multichannel digital communication strategy: 25+ accounts run for ABM TECNA, OFC, PG Services and ALSO Group on LinkedIn, Facebook, Instagram, YouTube, X and Google Business.
- Manage four websites, the latest one built using Agile Scrum.
- Multilingual product and service content, AI-assisted video clips (voice-over, subtitles, generated footage), advertising and email campaigns.
- Maintenance and SOLIDS trade shows in Antwerp, SIM in France; client events: corporate suite at Spa-Francorchamps, Liège Christmas Village, service centre openings (Tournai, 2019).
- Internal communication (email, private Facebook group, safety materials) and employer branding with HR.

Portfolio : [charton.eu/CV](https://www.charton.eu/CV)

STRENGTHS

Creative, explorer, builder
Agile Scrum project management
Hands-on from strategy to production
Multilingual environment FR / NL / EN

INTERESTS

Cooking
Theatre and cinema
Seaside
Fitness

HIRING INCENTIVES

Hiring me may qualify the employer for Forem (Wallonia) schemes: APE, PFI, Impulsion 55+ and SESAM.

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EXPERIENCE (CONTINUED)

B2B Marketing & Communication Manager

2009 – 2016

SEW-EURODRIVE · Leuven

- €250k annual budget for external and internal communication, Belgium and Luxembourg markets.
- Bilingual FR/NL customer magazine *DriveLetter* (2012–2015): print edition, dedicated website, email and social media.
- Two trade shows a year (Maintenance in Antwerp, Indumation in Kortrijk), open days at the Leuven and Marche-en-Famenne Service Centers, conferences at Howest and Groep T.
- Trade press (Maintenance, Ingenium Electro): media buying, advertorials, interviews.
- Documentation for the Belgian market, internal communication on TV screens across all sites, branding (fleet, buildings, workwear).

Portfolio : charton.eu/CV

Digital communication, earlier documentation and internal communication

1992 – 2009

CARON-VECTOR · Wavre

- **B2B Digital Communication Coordinator (2000–2009)**: launched the company's dynamic website, managed its content daily and developed its features.
- Monthly targeted email marketing supporting client relations and sales actions.
- **Documentation & Internal Communication Officer (1992–1999)**: digitised document management and communication materials.
- Led the monthly internal magazine: coordinated writing and layout.

CERTIFICATIONS AND TRAINING

Agile & Scrum certification

2021

OpenClassrooms

"Change Management" certification

2021

ESSEC Business School

"Advanced Google Analytics" certification

2020

Google

"Account Manager" sales certification

2016

Cefora Management & Commerce, Nivelles

Internal communication

2004

Instima / ICHEC, Brussels

Digital marketing, eCommunication & eMarketing

2001 – 2002 · 2015

Technofutur TIC, Gosselies

EDUCATION

Degree in Marketing & Communication

1991

École Supérieure de Communication de Lyon