

Kevin Bel

Bilingual Account executive

Canada | [LinkedIn](#)

EXPERIENCE

-
- Client Experience Operations - Accounts** Dec 2025 — Present
Wealthsimple *Toronto, Ontario, Canada*
- Business Development Representative - Eastern Canada, France & Belgium** Oct 2023 — Feb 2025
Alvéole *France & Eastern Canada*
In charge of European Francophone countries business development : France, Belgium, Switzerland, Luxembourg
- Responsable développement France & Belgique - Spécialiste en Biodiversité et Apiculture Urbaine** Mar 2022 — Oct 2023
Alvéole *Ville de Paris, Île-de-France, France*
- Business Development Representative - Texas & Colorado** Feb 2020 — May 2021
Alvéole *Montreal*
In charge of the business development of Texas & Colorado (Houston, Dallas, Austin & Denver)
- Partnership development representative** Jul 2019 — Jan 2020
Arts et Métiers Acceleration - Station F *Région de Paris, France*
- Outbound Business Developer** Jul 2017 — Jun 2019
Goodeed *Région de Paris, France*
Goodeed est une plateforme permettant de financer des projets écologiques et humanitaires, gratuitement grâce à la publicité.
Depuis le lancement, des centaines de projets réalisés et des millions d'euros reversés aux associations grâce à des centaines de marques et agences média : Michel et Augustin, Bic, Mentos, Danone, Publicis, Havas, Dentsu...
Missions :
> Business development
> Notoriété B2B
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<https://www.goodeed.com/>
- Partnership Manager** Sep 2015 — Sep 2016
Universal Music Group & Brands *Paris, France*
- Live concert organization : research of concert halls, research and contact with event providers, hostesses, bar and security briefings, logistics and organization of the concert hall and backstage, welcoming of VIP and guests, artists interviews.
- Manager of the website Somusic.fr (Animations, graphic design, after-sales service, referencing, strategic and artistic recommendations ...)
- Business development
- Manager of the HP Lounge platform (editorialization, animations, graphic design, after-sales service, referencing, strategic and artistic recommendations...)
- Synchronization service assistant** Mar 2015 — Aug 2015
Sony/ATV Music Publishing *Paris, France*
- Music Synchronization (movies, TV, documentary, web, marketing operations): research and music rights clearance
- Exploitation of works belonging to the catalog Sony ATV / EMI in commercial projects.
- Administrative follow
- Account Manager** Oct 2013 — Jun 2014
ZenithOptimedia Group I The ROI Agency *Levallois, France*
For different accounts: Natixis, Lagardere, SCA, Conforama, Kayak, BPCE, Jardiland, Swarovski, Aosta :
Establish an advertising analysis of a market depending of competitors (Advertising investments, GRP, audience and media affinity with a target)
- Assistant Project Manager** Oct 2012 — Nov 2012
M&C Saatchi *Paris, France*
Account : Yves Rocher
- Business Watch
- Writing of advertising texts
- Creation of creative briefings
- Contact with providers
- Quotation / Purchase Order

- Contact with freelance graphic designer
- Focus on the Christmas shopping season

Assistant Marketing Director

Tranchant Gaming Technology

At the end of this internship I was able to :

- Propose and set up promotional events to boost the activity of the casinos
- Have contacts with many providers of goods and services (printers, event agencies ...)
- Creation of the intern welcome booklet
- Organization of an outdoor musical event: "Summer music live".
- Establish quotes and purchase orders

May 2012 — Jul 2012

Saint-Denis Area, France

EDUCATION

Sup de Pub - INSEEC

MBA - Master's degree in Marketing Product & Digital Strategy

Jan 2015 — Jan 2016

Sup de Pub - INSEEC

Master's degree in Product marketing

Jan 2014 — Jan 2015

ESP (Higher School of Advertising)

Bachelor's degree in Event and Press relations

Activities and societies: Winner of the inter promo competition for Société Générale

Jan 2013 — Jan 2014

Sup de Pub - Groupe INSEEC

BTS in Communication, marketing and advertising

Activities and societies: Interpromo competition for Bagelstein

Jan 2012 — Jan 2013

CERTIFICATIONS

Certificat Experience DT, dthinking academy

Oct 2015

Gagnant de la compétition interpromo - Société Général, Société Général, membre de l'UDA

Dec 2013

Leading Change - John Kotter's 8 steps, John Kotter

SKILLS

Réseaux sociaux · Publicité · Marketing · Communication marketing · Social Media · Marketing digital · Advertising · Stratégie marketing · Mobile Marketing · Direct Mail · PPC · Creative Direction · Google Adwords · Relationship Marketing · Outdoor Advertising · Marketing intégré · Marketing mobile · Planification média · Stratégie numérique · Publicité en ligne · Integrated Marketing · Media Planning · Digital Strategy · Digital Marketing · Creative Strategy · Interactive Marketing · Media Buying · Direct Marketing · Online Advertising · Email Marketing · SEM · Interactive Advertising · SEO · Google Analytics · Concerts · Service après-vente · Editorial · Gestion de projet · Marketing Communications