

Corentin Cobut

Project Manager | Marketing Digital & Communication

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linkedin.com/in/corentin-cobut-78a51986 - Driving licence (B)

Since 2018, I have been designing and coordinating events, from concept to data-driven review: stands, 500-participant days, a 1,500-visitor convention, 24 public events in 2025. Over ten years at Solidaris, I progressed from administration to project management reporting to Senior Management. Master's in transmedia storytelling in progress.

PROFESSIONAL EXPERIENCE

LC Concept Store lifestyle boutique – Client project 2026

- Digitalisation of a physical concept store: built a complete PHP e-commerce website with AI-assisted development. Set up SEO, Analytics and GEO. Ongoing.

ACJ "La Broc" Youth Centre Charleroi – Volunteer 2018 – present

Chair of the Board of Directors and the General Assembly

- Managing a subsidised non-profit: annual budget of over €300,000, 541 members, over 40 local partners
- Strategic support and advisor to the coordinator of D-Con Geek, a manga and geek convention (approx. 1,500 visitors at its 4th edition in 2025), and link with Solidaris sponsorship
- In 2025, the youth centre organised 24 public events for over 3,500 participants

Solidaris Wallonie Charleroi – Employee 2015 – 2025

Internal progression, from administration to project and event management

Project Manager – Reporting to Senior Management 2020 – 2025

- Events organised or coordinated: BabyDays, Vol#18-30, D-Con Geek, Groundkillaz, #pasqatarcesoir, concerts, debates and community activities
- Analysed the return on investment of Solidaris' participation in events and presented data-driven recommendations to Senior Management
- Set up, single-handedly within the department, a coordination unit for some ten non-profits affiliated with Solidaris: interviews with each one, prioritised action plan and annual events calendar for the Executive Committee
- Grouped similar events across associations to avoid duplicate costs; centralised event equipment and made purchasing recommendations aligned with the strategic objective
- Designed a young-talent sponsorship (ambassador) programme with jury selection to attract 18–30 year-olds; pilot project with a breakdancer from Charleroi
- Trained 5 sales representatives to promote membership at youth events, with a dedicated roadmap
- Supported affiliated associations in project management

External Communications Officer 2018 – 2020

- Co-organised Vol #18-30 in Liège ("Get inspired. Share. Boost your projects."), a day helping young adults build their future (400 to 500 participants)
- Managed Solidaris' objectives, stand, stock and equipment at the annual BabyDays; identified stock issues that later led to centralising equipment

Accounting Clerk 2016 – 2018

- Processed invoices and rolled out scanning and e-signature with IT (approx. 5,000 invoices per year): trained some twenty colleagues and external signatories, first-level support
- Prepared annual subsidy justification files for non-profits

Mutual Insurance Advisor & Administrative Clerk 2015 – 2016

Education

Master's in Transmedia Architecture HEAJ, Namur – part-time
Designing coherent universes in which each channel (digital, physical, editorial or audiovisual) plays a specific role in the user journey, to maximise engagement and brand value. 2025 – present

Digital Marketing Expert Programme Technofutur TIC 2026
GA4, Google Tag Manager, SEA, SEO & GEO, HubSpot CRM, growth marketing, influencer marketing, copywriting, marketing law, UX/UI. Final business case for a real client: website audit, SOSTAC marketing plan and complete website build, all assessed by industry professionals.

Bachelor's in Public Relations HEAJ – Namur 2014

Erasmus, Communication Management Turība University – Riga (Latvia) 2013

Certifications

Google Analytics 4 Google – 2026
Growth Marketing – 2026
PRINCE2 Foundation QRP International – 2020
Agile Scrum / Predictive Project Management / Change Management Forem Business – 2025

Skills & tools

Events Coordination, logistics, stands, budgets, ROI & profitability

Administration Invoicing, subsidies, e-signature, Microsoft 365, Odoo

Project management PRINCE2, Agile, GanttProject

CRM & marketing HubSpot, Brevo, GA4, Google Ads, Meta Ads

Web WordPress, PHP (AI-assisted), SEO / GEO

Content & visuals Canva, Figma, CapCut, Reaper

Languages

French (native) / English: professional use (B2) / Dutch (A2)

Interests

Football, padel, badminton, water sports (motorboat licence)