



Kortrijk, Belgium
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Jotte Mallisse

With a master's degree in Business and Information Systems Engineering (KU Leuven), I bring a strong foundation in technical IT and business skills to the table. I'm here to bridge the gap between business, IT, and AI. What sets me apart is my passion for design, creativity, and leadership. I am motivated to combine and develop these skills at a growing and purpose-driven company.

Employment History

Founder & Chief Zoomer at Zoomers BV, Kortrijk

August 2021 — November 2023

Zoomers is a platform consisting of Gen Z creative talent, specializing in digital marketing campaigns, graphic design, webdesign, and video. Our mission is to future-proof businesses by giving the future generation a seat at the table.

- Managed a team of 2 FTEs, 12 students and 5 freelancers.
- Sales, accountancy & project management from A to Z, amounting to over €200K in revenue.
- Sold the company to 2 investors in November 2023.

Digital Strategy Consultant

March 2020 — Present

Freelance digital strategy and marketing consultant

- Inhouse consultant for scale-ups like Ledsreact and Sundo.
- I designed and developed 12 websites and webshops for clients in Belgium, Canada, The Netherlands, and Poland, amounting to an average of 15.000 monthly visitors.
- During the COVID-19 crisis, I founded, designed and developed the platform 't Is van ier. A platform that stimulated consumers to buy local, and informed entrepreneurs on how to make the digital shift with free online webinars.

Founder at Whitee Clothing

September 2019 — March 2021

My first entrepreneurial adventure. Creating sustainable white T-shirts within the budget of the average college student.

- Clothing brand with €10K revenue in its first year (80% online sales). However, profit was never the main goal of this start-up.
- Built and managed an e-commerce platform.
- Learned to develop a fashion supply chain with respect for people and nature.
- Got to learn the ins and outs of student entrepreneurship.

Bartender at Sweet Lime, Kortrijk

February 2016 — February 2020

Aside from making and serving the best cocktails, I built a new website and managed to set up and integrate Google My Business, Google Analytics and Google Ads with the website to optimize lead generation (i.e. more reservations).

Education

MSc Business Engineering and Information Systems Management, KU Leuven, Leuven

September 2021 — December 2023

Bachelor Business Engineering and Information Systems Management, KU Leuven, Kortrijk

September 2018 — September 2021

Graduated Cum Laude

Economie-Wiskunde (7u), Don Boscollege, Marke

September 2012 — June 2018

Links

[LinkedIn](#)

[Website](#)

Skills

- | | |
|---|--|
| <input type="radio"/> Digital Strategy | <input type="radio"/> Ability to Work Under Pressure |
| <input type="radio"/> Digital Marketing | <input type="radio"/> Management |
| <input type="radio"/> Sales | <input type="radio"/> Creative Problem Solving |
| <input type="radio"/> Communication | <input type="radio"/> Adobe Creative Suite |
| <input type="radio"/> UI/UX | <input type="radio"/> Database Management & Design |
| <input type="radio"/> Data Analysis | <input type="radio"/> SAS (Software) |
| <input type="radio"/> Python | <input type="radio"/> HTML & CSS |

Languages

- | | |
|--|--|
| <input type="radio"/> Dutch Native speaker | <input type="radio"/> English Highly proficient |
| <input type="radio"/> French Good working knowledge | <input type="radio"/> Spanish A1 |

Certifications

Certified Specialist Base Programming at SAS

Prizes

Winner Groene Pluim - Duurzaam Ondernemer (2019)

Winner Inspiration Week at Decospan, ION, Televic (KU Leuven, 2018)

Hobbies

Football, Wikings Kortrijk

Fitness, De Kaai Kortrijk

Squash & Padel

KSA (Katholieke Studenten Actie) Marke

2014 — 2020

Organizing camps and weekends, learning to work and live together as a team.

Press

Interview about entrepreneurship during COVID-19, KW (Krant van West-Vlaanderen)

[Read the article here](#)

Podcast Guest as Young Entrepreneur, Before and After Show (CCV Group)

[Listen to the podcast here](#)

Interview for Straffe Verhalen, City of Kortrijk

[Read the article here](#)

Article about Zoomers, Bloovi Magazine

[Read the article here](#)

Article about my first start-up Whitee Clothing, Made-In West Flanders

[Read the article here](#)

Interview about Fast Fashion Industry, HLN (Het Laatste Nieuws)

[Read the article here](#)

COVID-19 Vaccine Ambassador, City of Kortrijk

[Read the article here](#)

Launch of 't Is van Ier platform during COVID-19

[Link to article here \(Het Nieuwsblad\)](#)

[Link to article here \(Stad Kortrijk\)](#)

Winner Groene Pluim Award 2019

[Read the article here](#)