

Charlotte Hargreaves

Laarstraat 96, 2070 Zwijndrecht, Belgium
+32 (0)493 45 09 46 | charlotte.hargreaves@telenet.be

WORK & LEADERSHIP EXPERIENCE

AMOTEK Technologies

Kontich, Belgium

Marketing and Community Manager

July 2025 – Present

- Drive end-to-end marketing and brand strategy across AMOTEK Technologies, Kasteel Tanghof and CEO Filip Smet, managing all social media channels and press relations
- Led client-side projects including the design of an immersive experience for funeral ceremonies
- Author and distributor of press releases; represent the company at job fairs and support event organisation at Kasteel Tanghof
- Facilitate internal AI workshops
- Manage HR responsibilities including applicant screening and conducting job interviews
- Lead business development activities: drafting tenders, placing consultants, identifying new opportunities and successfully securing VLAIO subsidies for R&D projects
- Oversee the renovation of new office spaces at Kasteel Tanghof and in Knokke

Saint-Gobain

Kallo, Belgium

Marketing Trainee

October 2024 – June 2025

- Wrote a thesis on optimising Gyproc training sessions delivered at technical secondary schools, combining academic research with real-world application
- Created digital 3D technical drawings of wall and floor systems to simplify complex product concepts for professional audiences
- Supported product management in launch decisions, including target audience interviews to validate market demand
- Conducted market research for the launch of a new lightweight board, mapping competitor activity and assessing commercial viability
- Designed promotional posters for Gyproc and Isover and contributed to product selection brochures for construction professionals

KA Ekeren

Antwerp, Belgium

Teacher Mathematics

September 2023 – December 2023

- Stepped in to cover a maternity leave for four months during a period of acute teacher shortages in Flanders
- Designed and delivered mathematics lessons from scratch, tailoring content and approach to the level of each class
- Distilled complex material into clear, accessible explanations while keeping students engaged and motivated
- Strengthened communication, presentation and classroom management skills applied across all subsequent professional roles

Bundl

Antwerp, Belgium

Student Venture Architect

February 2022 – August 2022

- Conducted consumer and market research for major international corporates including Procter & Gamble and IKEA
- Led qualitative research for P&G's UK market, interviewing consumers on bathroom product usage to identify opportunities for more sustainable product development
- Designed and analysed surveys for IKEA, translating results into actionable insights

- Attended and contributed to client presentations for large global brands, building skills in research communication at senior level
- Promoted from intern to student researcher, recognised for the quality of work delivered

SINC

Antwerp, Belgium

Marketing

June 2020 – January 2021

- Co-created and managed social media content, meeting weekly to align on strategy and content planning
- Hosted a live event featuring interviews with student entrepreneurs, combining event management with content production

EDUCATION

University of Antwerp

Antwerp, Belgium

Master of Education, 74% (Cum laude)

September 2023 - June 2025

- **Dissertation:** Analysis and implementation perspectives of an integrative on-site didactics: balancing between traditional didactics, the use of e-tools and workplace learning (14/20)

University of Antwerp

Antwerp, Belgium

Master of Science in Product Design, 79% (Magna Cum laude)

September 2021 - June 2023

- **Dissertation:** Heat yourself, not your home. (17/20)

University of Antwerp

Antwerp, Belgium

Bachelor's in product design, 62%

September 2018 - August 2021

Novia University of Applied Sciences

Vaasa, Finland

Erasmus exchange

February 2021 - June 2021

SKILLS, ACTIVITIES & INTERESTS

Languages: Dutch - Native; English - Fluent; French - Conversational proficiency

Technical Skills: Adobe CC, 3D modelling, Microsoft 365

Interests: Athletics (Belgian Champion 2018, Vice Belgian Champion (2x)), reading, running, hiking, cycling, pilates, yoga & wellness.