

# BARBARA TOORENS

Seasoned B2B communications & public relations professional  
with international business experience.



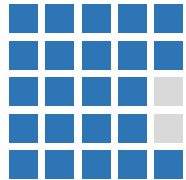
[www.humanistaprojects.com](http://www.humanistaprojects.com)



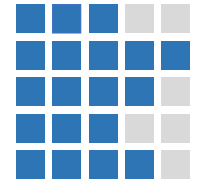
[www.linkedin.com/in/btoorens/](http://www.linkedin.com/in/btoorens/)

## SKILLS

Communications  
Stakeholder Management  
Public Speaking  
Integrated Marketing  
Content Strategy & Branding



Business Development  
Project Management  
Client & Public Relations  
Policy & Program Development  
Sustainability & CSR



## SELECTED ACCOMPLISHMENTS

- 10+ years in corporate communications & marketing, with 7+ years working internationally at the intersection of business, sustainability and social impact.
- Drove NGO start-up to become industry recognized brand, achieving €1.3 million revenue within four years.
- Developed and maintained shared-value collaborations between MNCs and non-profit organizations aligning core business objectives with societal needs in developing countries.
- Presenter at international conferences on topics ranging from sales readiness, circular economy, social entrepreneurship, global logistics, value chains, and the strategic potential of NGO / industry collaborations.
- Winner of 2013 Belgian Business Award for the Environment and the 2014 Belgian Sustainable Partnership Award for innovative strategic CSR partnership models.
- Analyzed corporate-to-subsidiary communications strategies and effectiveness through research, surveys, interviews and documentation; provided client recommendations resulting in improved employee readiness, engagement and satisfaction.
- Designed and implemented streamlined content management workflows in SharePoint to deliver readiness communications from multiple corporate teams to 250+ globally distributed sellers and partners.
- Created and distributed integrated marketing campaigns including "event in a box" toolkits for localized launch and training events with how-to documentation, presentations, press & social media material.

## EDUCATION

MA Cross-cultural & Sustainable  
Business Management (2011)  
American University of Paris, FR

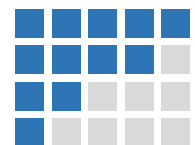
BA Human Services (2004)  
Western Washington University  
Bellingham, WA USA

## INTERNATIONAL EXPERIENCE



## LANGUAGES

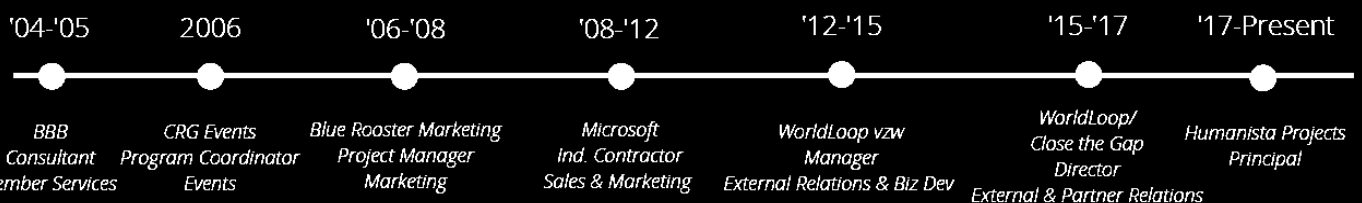
English  
Dutch  
French  
Spanish



## VOLUNTEER WORK

Alumni Mentor: WWU  
Board Member: NetImpact (2012)

## PROFESSIONAL EXPERIENCE



## HUMANISTA PROJECTS, SEATTLE WA

July '17-Present

### *Principal*

- B2B communications & digital marketing strategy development, workshops and trainings
- Marketing / communications project management
- Public relations, CSR strategies & stakeholder management

## WORLDLOOP/CLOSE THE GAP, BRUSSELS BELGIUM

Feb '15-May '17

### *Director of External & Partner Relations*

- **Strategy, annual planning, campaign design, implementation, and management**, liaising with partners, management team, Board of Directors and reporting directly to the CEO for sister organizations.
- Launched **social media strategy** and social media internship program.
- **Management of the organizational network** and liaising with international stakeholders, such as the UN and GeSI.
- Helped drive WorldLoop **revenue growth to €1.3 million** over 4 years (since 2012).
- **Supervised team** of interns, staff and vendors for **external communications** campaigns, events, and online presence.

## WORLDLOOP, BRUSSELS BELGIUM

March '12-Feb. '15

### *External Relations & Business Development Manager*

- **Managed organizational rebranding**, launched at 300+ senior executive conference with Archbishop Desmond Tutu.
- Owned holistic **communication strategy, policy development and delivery** (including writing) of:
  - *PRINT*: annual reports, newsletters, stakeholder reporting;
  - *MULTIMEDIA*: developed and wrote online cause-marketing web documentary, "Let's Talk Trash", production of partnership videos;
  - *DIGITAL*: website design and content management, YouTube channel management, & social media strategy on Twitter, LinkedIn and Facebook, launched Online Knowledge Community program;
- Managed organization's **public relations portfolio**, in-line with brand identity and market positioning strategies.
- **Secured speaking opportunities** and **presented at top-tier industry conferences** and workshops in EU, US and Africa.
- **Prepared presentations and speeches** for managing director and board members.
- Designed **partnership and incentives program** aligning CSR financial and in-kind support to tangible projects and identifying new partnership opportunities.
- **Monitored relevant trends** in circular economy, social entrepreneurship, reuse, EPR, recycling and legislation as it relates to profitable e-waste recycling and trans-boundary movement of hazardous waste in Africa, Europe, and US.

## MICROSOFT, REDMOND WA

July '08-March '12

### *Program Manager*

- Created and maintained multi-faceted **internal communications tools** aligning corporate goals consistently through multiple in-person, virtual and online channels.
- Developed **qualitative data analysis strategy and dashboard** to analyze corporate-to-subsidiary communication challenges, sales blockers, and customer issues through surveys, forum moderation and interviews.
- Provided **stakeholder recommendations** increasing net satisfaction resulting in a drastic improvement of overall employee satisfaction of international sales field.
- Designed and implemented **streamlined content management workflow processes** using Intranet and Extranet technologies to **deliver readiness communications** from multiple corporate teams to 250+ international sellers and partners.

## BLUE ROOSTER MARKETING, LLC, SEATTLE WA

Oct. '06-July '08

### *Marketing Project Manager*

- Managed multiple **marketing project lifecycles** from strategy to execution and post-delivery, including events, website creation and product marketing collateral.
- Built **corporate websites, intranet & extranets** on SharePoint platform.
- Executed annual **internal training and readiness summits** driving cross-business collaboration and consensus.
- Satisfaction scores increased from 4.1 to 4.57 based on a 5-point scale within one year.
- Owned **vendor relations, contract negotiations** and project oversight.
- **Budget and reconciliation** responsibilities.