

Eugénie Morant Vermeersch

International B2B Marketing · Customer Experience · Customer Insights

Dosrius (Barcelona), Spain · +34 663 58 34 29 · eugenibox@gmail.com · [linkedin.com/in/eugeniemorant](https://www.linkedin.com/in/eugeniemorant)

Available from February 2027

PROFESSIONAL SUMMARY

Marketing professional with two decades of experience in international B2B and B2C marketing and communication at a multinational industrial group. I single-handedly led marketing operations through a change of ownership, a complete rebranding and more than 20 international trade fairs a year, coordinating sales, product and R&D teams. I am currently expanding my profile into Customer Experience, Customer Insights and qualitative research, using AI as a tool and human judgement as a guide.

WORK EXPERIENCE

B2B & B2C Marketing Coordinator

Intermas Group · Llinars del Vallès (Barcelona) · Sep 2019 – Jun 2026

Multinational manufacturer of technical nets and meshes for industry, agriculture, livestock, aquaculture, packaging, civil engineering, construction and gardening.

- Took over marketing and communication operations single-handedly after the group's split and change of ownership (2022), ensuring continuity of trade fairs, campaigns and communication throughout the transition.
- Proposed and led a new brand narrative focused on benefits for people and the environment, through workshops with sales, product and R&D teams in each business unit (2023).
- Directed a complete rebranding (visual identity, logo and brand personality) and its roll-out across all markets, materials and channels.
- Since 2022, managed the registration of around 40 trademarks (product names, brands and logos) and the monitoring of national and international registrations.
- Organised 20+ international trade fairs and events per year (FILTECH, Fruit Logistica, Sommet de l'Élevage), coordinating product, sales, suppliers and agencies; optimised investment with reusable modular stands.
- Managed the marketing budget, prioritising the highest-impact initiatives.
- Developed multilingual web content and campaigns, email marketing and lead management with HubSpot in coordination with product and sales; managed the corporate LinkedIn page.
- Designed corporate meetings for up to 50 people from different subsidiaries to strengthen communication and collaboration between business units.

B2B & B2C Marketing Specialist

Intermas Group · Barcelona · Oct 2006 – Aug 2019

- Planned and ran international trade fairs and sales support materials for different markets.
- Produced multilingual content and coordinated suppliers and agencies for campaigns and launches.
- Developed marketing actions aimed at generating business opportunities.

CURRENT EDUCATION

Postgraduate Programme in Customer Experience with AI · IEBS Business School · Oct 2026 – Apr 2027

Master's in Artificial Intelligence · BIG school · since 2026

Synthetic Data in Qualitative Market Research · Insights + Analytics España · 2026

Practical Immersion in AI for Market Researchers · Insights + Analytics España · 2026

The Future of Work in the AI Era: Staying Competitive through Critical Judgement · Insights + Analytics España · 2026

EDUCATION

Master's Degree in International Trade · Avignon Université · 2003 – 2004

First Certificate in English (FCE) · Brighton School · 2001 – 2002

BA in Applied Foreign Languages (English and Spanish) · Université d'Avignon · 1998 – 2001

PROFESSIONAL DEVELOPMENT

ChatGPT Work: From Zero to Agents (8 h) · BIG school · 2026

España Emprende: Lean Startup and Agile Methodologies · Phimister Business School · 2026

ChatGPT: How to Apply Artificial Intelligence in Your Business · Penta Learning E-ducation · 2024

Leadership · Public Speaking · Conflict Resolution · Fundación Paco Puerto · 2023

SKILLS

Experience: international B2B and B2C marketing · corporate communication · brand management and rebranding · trademark registration · international trade fairs and events · budget management · supplier and agency coordination · multilingual content marketing · email marketing and lead management · workshop facilitation · cross-functional team coordination.

In training: Customer Experience · Customer Insights · qualitative research and in-depth interviews · AI applied to research and decision-making.

Tools: HubSpot · Microsoft Office · Canva · Generative AI: ChatGPT, Claude and AI agents · LinkedIn.

LANGUAGES

French: native · Spanish: native · Catalan: fluent · English: professional working proficiency (B2, First Certificate) · Italian: basic