



Sarah Jansegers

Marketing · Communication · Design

BRAND · CONTENT · CAMPAIGNS · DIGITAL

M E R A K I · With focus, imagination and passion for the craft.

AVAILABLE FOR PROJECTS, ASSIGNMENTS AND COLLABORATIONS, SHORT TO LONG TERM ·
HYBRID OR REMOTE

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01 · PROFILE

I quickly see what could be stronger, clearer or more human, and I translate that into direction, ideas and execution.

For more than twenty years, I have worked where marketing, communication and design meet. I combine strategic insight with imagination and the ability to listen well, understand people and see connections. That is how I often turn loose wishes, ideas or complex input into something that becomes clear and gets people moving.

Where it fits, I design and make things myself. Where it is needed, I connect entrepreneurs, teams, makers and partners around one clear direction. I stay involved until the result is in place. I use AI and automation to accelerate that process, never to replace insight, creativity or human contact.

02 · EXPERTISE

- 01 **Marketing** · Aligning offer, message and a coherent mix of channels with the audience and the goal.
- 02 **Brand** · Developing and safeguarding positioning, identity and brand guidelines across different media and markets.
- 03 **Communication & content** · Connecting web, print, email and social in one clear line of communication.
- 04 **Creative direction & campaigns** · From first idea and concept to campaign, activation and concrete rollout.
- 05 **Design & digital** · Graphic design, visual systems, website structure and UX/UI for brand and communication.
- 06 **Project & partner coordination** · Connecting people, planning, production and budget, from the first question to delivery.
- 07 **AI-assisted workflows & automation** · Using AI and automation to organise research, creation, content and communication flows in a smarter, faster way.

Building Technology Group

MARCH 2025 TO PRESENT · ONGOING CLIENT PROJECT

A group of specialised companies in building technology, each with its own identity and website. I mapped out the strategy, digital structure and content architecture, and I take care of web design, content and project coordination.

Today, I safeguard what is written and published across the group, and I structure and update pages, projects, vacancies, news and events.

— **Result:** one group, recognisable online, with one line of communication.

Fasttel

SINCE 2019 · LONG-STANDING CREATIVE BRAND PARTNER

For this internationally growing company in door intercom systems, I brought brand guidelines, visual guidelines and tone of voice together in one workable system. I safeguard that line across brochures, product sheets, trade fair materials, packaging and multilingual catalogues. For international prospecting, I designed and coordinated a premium shippable box, from concept to production and within budget.

— **Result:** 6,000 boxes shipped worldwide.

Rosantra · Job Café

EMPLOYER BRANDING · RECRUITMENT CAMPAIGN

For a transport company facing a shortage of CE truck drivers, I came up with the complete Job Café concept: an accessible recruitment day with experienced drivers acting as CE Coach and ambassadors. I also suggested financing the CE driving licence for new drivers in exchange for a mutual commitment. Rosantra explored the scheme and put it in place.

— **Result:** 30 interested candidates and a repeatable playbook.

WEEVO HR

REBRAND AND 15TH ANNIVERSARY

During the rebrand, I made a fresh analysis of the proposed direction and worked out alternative proposals. For the 15th anniversary, I translated the existing baseline “Let’s grow together” into a customer activation for around 200 existing clients, using wooden planters, growth paper and cards inviting them to plant, water and grow.

Transport Van Bogaert

C. 2008 TO 2018 · LONG-TERM CREATIVE PARTNERSHIP

For years, I worked across almost every visual and communication touchpoint of the company. I developed a rebrand that respected the existing logo and the company's history, designed the office interior, and created brochures, sales tools, info sheets and corporate communication.

I gave the tractor units their own recognisable lettering and developed the campaign concept for the trailers: "This truck brings luck", with the clover leaf as a recognisable element. The branding is still on the road today, on national and international routes.

For an anniversary event that brought together 80 years of Transport Van Bogaert and 20 years of the new business partner in one '100 years' concept, I coordinated the creative and practical execution from A to Z.

Dombrecht · Bring a safe home

Commercial activation campaign developed together with sales around an overstock of safes. Retailers received a safe of their own as a gift, intended to be displayed visibly on the counter for a set period. After the activation, retailers could choose to keep the safe or sell it.

PRINT CONCEPT

For the product communication, I designed an unusual concertina fold brochure. The brochure was cut and folded so that several pages were visible at once from the front. Each visible strip carried the name of a safe model from the range. In this way, the shape of the brochure itself became part of the information architecture: different products could be scanned at a glance without unfolding the whole brochure.

— **Result:** the overstock of safes was sold within a short time.

Innocent Spirits · Adam & Eve

Creative brand and packaging concept for an alcohol-free aperitif. I was given carte blanche around two alcohol-free flavours. From that open brief, I developed the brand concept Adam & Eve and deliberately gave the two variants a male and a female character. The visual world played with two complementary characters, green and deep blue, and a snakeskin pattern on the inside of the label that showed through the drink.

05 · WORK EXPERIENCE

Sarah Jansegers / TASH

2005 TO PRESENT · INDEPENDENT BUSINESS OWNER

Since 2005, I have run TASH as my own business. I take responsibility from the first question and concept through to execution, production and safeguarding the line of communication. With several clients, the collaboration has been running for years.

06 · EARLIER EXPERIENCE

Creative Director & Publication Manager

DE KLEINE WUITEN, HAMME · 2013 TO 2019 · FREELANCE VIA TASH

Design, layout and visual style of a weekly paper with a circulation of 100,000 copies, including advertisements, communication and client management.

Fashion Designer Kids & Teenagers

VEGOTEX, SINT-NIKLAAS · OCT 2004 TO SEP 2005

Assistant Fashion Designer Kids

CARODEL NV, RONSE · SEP 2003 TO OCT 2004

Seasonal children's and teen fashion collections for several European clients, with attention to colour, shape, commercial translation and visual consistency.

07 · TOOLS

Creation & design · InDesign, Illustrator, Photoshop, Adobe Express, Figma, Canva

Web & digital · WordPress, Elementor

AI & creative technology · ChatGPT, Claude / Claude Code, NotebookLM, Midjourney, Adobe Firefly

Content & communication · Flexmail, Later, Meta Business Suite, CapCut

Workflow & collaboration · Google Workspace, Notion

08 · EDUCATION & DEVELOPMENT

Master in Visual Arts · Graphic and Advertising Design

HOGESCHOOL VOOR WETENSCHAP & KUNST · CAMPUS SINT-LUCAS GENT · 1997 TO 2002

AI MASTERY ADVANCED · MINDVALLEY / MASTERY · 2025

SOCIAL MEDIA MASTERY · MINDVALLEY / MASTERY · 2025

MANIFESTING MASTERY · MINDVALLEY / MASTERY · 2024

CIRCLE OF MIND EXPERTS MASTERY · INGE ROCK ACADEMY · 2018 TO 2021

09 · LANGUAGES

Dutch (native) · **English** (fluent) · **French** (passive) · **Spanish** (basic)
