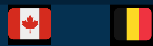
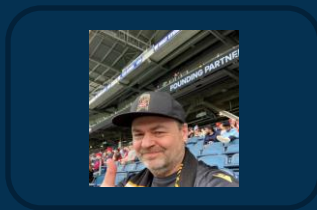


Koen Reynaert

Gen. X - Male

Director, Media Planning & Buying

Freelance – Media Research consultant



MEDIA BRANDS/TEAMS [more likely to consume, like]



ABOUT:

Koen has over 25 years of experience in media planning and buying, including for clients in Belgium. He conducts media research and analysis in digital media, television, radio, print and online to help the team plan for the most effective tools to convey client messages to diverse target audiences. Since 2003, Koen has been a media planner and buyer for agencies in Manitoba, Saskatchewan and British Columbia, covering national, provincial and local brands and organizations. Koen, pronounced like former MAN City's player Aguero's nickname "Kun" is a passionate football fan and devoted to make the Beautiful Game grow in Canada.

Professional Experience

- 2019 - Present** Director, Media Planning & Buying, Argyle PR (location: Winnipeg)
- 2017-19** Sr. Media Planner & Buyer, Sherpa Marketing (Winnipeg)
- 2010-17** Media Director, McKim Communications Group (Winnipeg)
- 2009-10** Media Director, The Phoenix Group (Regina)
- 2008-09** Owner Reynaert Media (Nanaimo)
- 2003-08** Media Director, Taylor George Design/McKim CG (Winnipeg)
- 1993-2003** Media Planning & Buying - Belgium including Initiative, TUI Belgium, Optimedia, SVBB Brussels

Education & Languages

- 1993** University Gent: Masters Development Cooperation
- 1991** University Gent: Bachelor of Communication Sciences
- Other** IAB courses -digital media buying, programmatic Red River College; Media Buying
- Languages** English, Dutch, French

Recent Project Experience

- Argyle** Leads Paid Media 360 department as member of the Strategy & Integrated Planning team, responsible for 3+ million paid media budgets including accounts such as UPS Canada, National Claims campaigns for Indigenous Population in Canada (Residential Schools, Drinking Water),
- Sherpa** Paid Media Lead as AOR Media Planning & Buying Monsanto brands (including CFL and minor hockey sports sponsorships)
- McKim** Lead Paid Media department with clients such as Winnipeg Football Club (CFL), Assiniboine Zoo, Travel Manitoba, Federated Co-op
- Phoenix** Lead Paid Media department with clients such as Saskatchewan Roughriders, Tourism Saskatchewan, Access Communications
- Belgium** **Media planner & Buyer for brands like Unilever, Ikea, H&M, Renault, Suzuki**
- Freelance** **owner KR United Media, a hub for 3rd party resources/tools:**
 - Vividata - Canadian Consumer**
 - Vivintel Sports/eSports 3.0**
 - Numeris RTS**