Izey Van der Haeghen

SEO Expert / Brand Manager

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PROFILE

I make sure brands get found and look good. I find out what people search for, write the copy, and design and build the pages it lives on. What is often split across four people, I do on my own. My background in web development helps with technical SEO and with building my own tools. I'm currently learning paid search (SEA) and Google Ads.

EXPERIENCE

Bobex · Brussels · platform for comparing quotes

SEO Expert / Brand Manager — Oct 2026 – present

- SEO for the Dutch market: keyword research, planning which pages to create, and writing the copy myself.
- Brand and design: designed and built a new page template and a set of WordPress (Gutenberg) blocks for the site, in Dutch and French.

SEO Manager Netherlands — Oct 2025 – Sep 2026

- Responsible for the SEO strategy of Bobex.nl and its microsites.
- Led a team of copywriters, SEO specialists (on-page and off-page), interns and freelancers.

Copywriter and on-page SEO (student job) — Jun – Sep 2025

- Copy and on-page SEO for the Belgian market; supported keyword research, content mapping and reporting.

SEO intern — Feb – May 2025

- Copy and conversion optimisation of supplier pages for the Belgian market.

OutKept · Ghent · cybersecurity

Full stack developer (internship, 15 weeks) — Jan – May 2024

- Front end and back end with HTML, CSS, JavaScript, TypeScript and React.

PROJECTS

Oaksdale — in progress

Brand, packaging, web shop, copy and SEO for a supplements store, from start to finish. Now in the concept phase.

SŌM — drinksom.eu

Project lead for a functional drinks brand from the very start: the agency did the design, I gave direction and feedback, and together we arrived at the name and the look.

Needle, SEO extension for Chrome — own tool

Checks a web page for on-page, technical, search result and GEO (AI search) issues. Built in my own time and used by colleagues; free on the Chrome Web Store since November 2026.

Lead filter — own tool

Automatically removes spam from incoming enquiries and makes the rest readable for whoever checks them. Saves the team hours of work; internal use only.

EDUCATION

Marketing and communication · Odisee, Brussels · one year, then full time at Bobex — 2024 – 2025
Web design and development (associate degree) · Howest, Kortrijk — 2022 – 2024
English language course · EF, Toronto (Canada) — 2021 – 2022
Secondary school: accounting and IT, then a specialisation year in production and process technology · KA Geraardsbergen — 2015 – 2021

SKILLS

SEO	Keyword research and mapping, on-page, technical SEO and site architecture, competitor analysis, link building, reporting and data analysis
Writing	Copywriting for web and SEO
Brand & design	Brand identity, packaging, web design
Building	HTML, CSS, JavaScript, TypeScript, React, PHP, SQL, WordPress and Gutenberg blocks
Tools	AI tools (advanced), Ahrefs, SE Ranking, Semrush, Screaming Frog, RM Tech, Google Search Console, Surfer SEO, Semji, Adobe Creative Suite, MS Office
Languages	Dutch (native), English (C2), French (B1)

References available on request (Bobex and OutKept).

More work at izey.dev