

WHY SHOULD YOU HIRE KIRSTEN THIRION?

ARIAD

Summary:

Kirsten Thirion is a senior Content, Social Media & Community Manager with over 10 years of experience building and managing digital content ecosystems for large consumer brands and complex corporate organisations. During more than six years at Samsung Benelux, she progressed from Social Media Specialist to Senior Content Specialist, Content Lead and Social Content & Community Manager, giving her a rare end-to-end understanding of how strategy, production, channels, agencies and internal stakeholders need to work together.

Her strength lies in translating broad brand ambitions into practical omnichannel content strategies. She creates clear channel playbooks, aligns local priorities with global brand guidelines and ensures that social media, CRM, e-commerce, community platforms and editorial channels receive the right content in the right format. She combines strategic thinking with hands-on project management, using agile workflows and clear governance.

Kirsten is particularly valuable in environments where content production has become fragmented or inefficient. She brings overview, introduces structure and helps teams move away from isolated channel decisions towards shared priorities, data-informed choices and coordinated execution. Her recent work in community strategy, user-generated content, influencer activation and AI tooling makes her especially relevant for brands looking to modernise their content operations and build stronger relationships with their audiences. Key highlights:

- **More than six years at Samsung Benelux**, progressing through four increasingly senior roles across social media, omnichannel content, team leadership and community management
- **Led content strategy across Samsung channels** including Social, CRM, Members, Explore and e-store, while aligning local execution with global branding guidelines
- **Managed major budgets, including approximately €1.5 million** for community, UGC and influencer-related activities, and led agency selection, briefing and onboarding processes

Most relevant project

At **Samsung Benelux**, Kirsten helped shift content management from a fragmented, channel-by-channel approach to a **more coordinated omnichannel model**. She created channel playbooks, aligned local execution with global brand guidelines, managed internal teams and external agencies, and introduced agile workflows in Trello and Figma. She later expanded this work into community management, UGC strategy and influencer campaigns. This makes her highly relevant for organisations that need more structure, consistency and efficiency across multiple content channels.

Areas of expertise

- Omnichannel Content Strategy
- Content Operations & Governance
- Social Media & Community Strategy
- User-Generated Content Strategy
- Influencer & Affiliate Campaigns
- Brand Management & Tone of Voice
- Agency Selection & Management
- Agile Project Management
- Stakeholder & Team Management

Toolbox: Jira, Trello, Figma, Smartly, Loomly, Buffer, Google Analytics, Google Business Profile, Magento, Mailchimp, WordPress, Canva, CMS platforms and AI content tooling.

Languages

Dutch: **Native** | English: **Full Professional** |
French: **Full Professional**

Soft skills

- **Structured connector:** Kirsten naturally creates alignment between teams, channels and agencies. She turns fragmented requests into a clear content approach, shared workflows and practical priorities that stakeholders can follow.
- **Pragmatic leadership:** She combines a down-to-earth communication style with strong ownership. This allows her to challenge stakeholders, manage competing priorities and keep projects moving without creating unnecessary friction.