Sarah Jansegers

Creative Strategist · Brand Thinker · Connector · AI-assisted Creative Lead

Ghent, Belgium · sarah@tash.gent · +32 477 49 38 21 · tash.gent · LinkedIn

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I quickly see the bigger picture, connect people and ideas, and turn complexity into clear creative direction.

With 20+ years of experience across branding, communication, campaigns, design, web and AI-assisted workflows, I bring structure, energy and momentum to projects that need focus, alignment and results.

Creative thinker. Natural connector. Positive force. Gets things moving.

Available as

Creative Strategist · Brand Strategist · Creative Lead · Brand & Communication Consultant · Campaign Concept Lead · Content & Communication Strategist · Creative Project Lead · AI-assisted Creative Workflow Consultant

Collaboration model

- Independent contractor / freelance basis.
- Available for project-based, mid-term or longer-term collaborations.
- Hybrid or fully remote possible.
- Scope, rhythm and collaboration format are open for discussion.

Core strengths

- Strategic clarity: turns scattered input into direction, structure and priority.
- Creative problem solving: turns briefs, brand questions or creative chaos into workable solutions.
- Connection: brings teams, stakeholders, disciplines and ideas together.
- Energy and momentum: moves projects forward through sharp thinking, drive and decision-making.
- Leadership without ego: takes initiative while working strongly within a team.
- Human intelligence and AI workflows: combines a strong feel for context with AI as a creative accelerator.

Experience

Independent Creative Strategist & Creative Lead

- 2005 to present

Founder of an independent creative studio working across branding, communication, campaigns, web, print and AI-assisted workflows. I translate brand questions, creative chaos and communication challenges into clear direction, recognizable concepts and concrete execution.

Core work:

- Turning vague or complex questions into creative direction.
- Positioning brands and translating them into recognizable communication.
- Developing campaigns, activations and content concepts.
- Sharpening websites and online structures.
- Using AI tools for research, structure, content and creative exploration.
- Translating creative concepts into print, packaging, events, retail, social and digital touchpoints.
- Aligning teams, clients and partners around one clear direction.
- Coordinating creative projects with developers, printers, producers and external partners across Europe and Asia.

Selected impact

- Fasttel: international brand consistency through brand guidelines, brochures, product sheets, trade fair materials and a premium prospecting box.
- Rosantra: Job Café employer branding activation that attracted 30 interested candidates.
- Weevo HR: made a rebrand tangible through growing paper, plant boxes and a campaign concept around growth.
- Building Technology: online structure for a group with multiple companies, areas of expertise, projects, vacancies and news.
- Dombrecht: retail campaign with a mini-safe concept to increase visibility and retailer engagement.

Tools & workflows

- Design & layout: Adobe InDesign, Illustrator, Photoshop, Adobe Express, Canva.
- UX & design systems: Figma, Adobe XD, wireframes, visual systems, responsive design.
- Web & CMS: WordPress, Elementor, website structure, content updates, collaboration with developers.

- Content & social: CapCut, Later, Meta Business Suite, content planning, campaign assets.
- AI & research: ChatGPT, Claude/Claude Code, NotebookLM, Midjourney, Adobe Firefly, prompt engineering.
- Workflow: Notion, Google Workspace, project coordination, client communication, briefing and feedback flows.

Eerdere ervaring

Creative Director & Publication Manager

● De Kleine Wuiten, Hamme - 2013 to 2019

Design, layout and communication for a weekly publication with a circulation of 100,000 copies. Responsible for advertisements, visual style and client management.

Fashion Designer Kidswear

● Carodel / Vegotex - 2003 to 2005

Development of seasonal children's fashion collections for several European clients. Built experience in color, shape, collection development, commercial translation and visual consistency.

Education & development

Master in Visual Arts

Graphic and Advertising Design, Sint-Lucas, Ghent - 1997 to 2002

Additional training & development

- 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

Languages

- Dutch: native
- English: fluent
- French: passive knowledge
- Spanish: basic knowledge