

Janssens Roel

Website & AI Solutions Builder | Entrepreneur | Digital Strategy | Brussels, Belgium | <https://linkedin.com/in/roeljanss> | <https://tinyurl.com/roeljanss> | Business: <https://www.5dmasters.com>

SUMMARY

Entrepreneur with 20+ years of experience in business ownership, sales, operations management, and customer relationship development. Proven track record of managing teams, building client relationships, and driving revenue through hands-on leadership and strategic execution.

In the past 3+ years, transitioned into digital growth, focusing on website development, branding, AI-powered tools, affiliate marketing, and online business systems. Combines strong real-world business experience with modern digital technologies to build scalable digital solutions, improve customer experience, and support business growth initiatives.

EXPERIENCE

Founder & Digital Project Builder

2023 – Present

5D Masters & Digital Projects

- Developed and launched multiple websites and digital business concepts across various niches including wellness, technology, and digital experiences.
- Designed branding, content, and user engagement strategies for online platforms.
- Implemented AI tools and automation to improve workflows, content creation, and business processes.
- Built affiliate marketing and subscription-based business models.
- Managed full project lifecycle from concept development to execution and optimization.
- Worked remotely using digital tools and collaborative online systems.

Business Owner

2005 – 2023

Construction Company

- Owned and managed a construction business with full responsibility for operations, sales, budgeting, and project execution.
- Led a team of 8–15 employees, ensuring efficient workflow and quality delivery.
- Managed client acquisition, negotiations, and long-term customer relationships.
- Handled administration, planning, and daily operational decision-making.
- Built strong expertise in leadership, problem-solving, and business growth.

Self-Employed

Retail & Service Businesses

- Managed pricing, purchasing, sales, and customer service operations.
- Developed negotiation skills and understanding of consumer behavior.
- Built experience in small business management and customer satisfaction strategies.

TECHNICAL SKILLS

Business Development & Growth Strategy

Digital Marketing & Brand Development

Website Development (WordPress / Digital Platforms)

AI Tools & Workflow Automation

SEO & Content Marketing

Lead Generation & Customer Acquisition

Affiliate Marketing & Online Monetization

Sales, Negotiation & Client Management

CRM & Customer Relationship Management

Project & Operations Management
Team Leadership & Collaboration
Strategic Planning & Problem Solving
Digital Transformation & Innovation

LANGUAGES

Dutch (Native) English (Professional) French (Conversational)