

CURRICULUM VITAE

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Date of birth : 2nd of June 1966



PROFILE

I am the ideal link between the marketing- and IT-departments. Since I speak the language of both parties, I can translate their needs bi-directionally into a understandable message. And through my knowledge and experience, analytical insight and procedural thinking, I am a strong conversation partner and can quickly switch to provide effective solutions.

Thanks to my broad interests and versatility, I am very useful in a variety of teams. I am a people's person and aim to let my team members grow by challenging them. Breaking through routines and fixed patterns is often the best way to (surprising) success. I like to work with people in a team that also encourages me to improve myself over and over again.

EXPERIENCE

2016 – 2017 | Online marketer – Baden+ BV - Culemborg

- Online strategy and product owner of the multisite system www.baden-plus.nl
- Content manager main- and client websites and social media content
- Liaison for the external IT-development team and external advertising companies

2008 – 2016 | eCommerce manager - Habufa Meubelen Hapert

- Online strategy and product owner for the online multi-site platform www.hendersandhazel.com (>250 stores in 6 countries)
- Team leader development and implementation of e-commerce platform, based on the existing ERP system (in house development)
- Google analytics analysis and reporting
- Development and team lead Social Media platforms
- Assessment, purchasing and coordination on internal and external (technical) partners for SEO, SEA, online tools, database marketing-, e-commerce software, CMS software
- Team leader for channel marketing and in store narrowcasting development and content
- UX and customer journey analysis and optimization.

2005 – 2012 | Owner iCreate opmaatwerk Veghel

- (Digital) services for small business with a strong focus on the internet.
- Translator of several software programs from English to Dutch including official translator for Apple Benelux.

2005 | Marketing and Communications officer - Gerlo Design Geldermalsen

- Organizing participation in 20-25 mainly international trade fairs per year
- Advisory role to the management in the areas of sales, marketing and communications.
- Website maintenance

2004 – 2005 | Account manager Frizr reclamemakers Veghel

- Acquisition of advertising projects
- Design of shop displays, car signing, packaging materials, POS-materials etc.

1997 – 2004 | Customer Services Manager Kubus informatiesystemen Eindhoven

- Establishing and team leader of the customer services department.
- Technical commercial sales visits with prospects
- Development and teaching of classroom and custom training programs for ArchiCAD and SketchUp users
- Development of 3D GDL objects

1994 – 1997 Sales and project leader van Heeswijk Decorganisatie in Veghel

1991 – 1994 Logistics officer MARS BV in Veghel

EDUCATION

Bachelor of Business Administration	1988 - 1990 European University in Antwerp 4-year English-spoken management college, finished in 2 years thanks to 2 summer courses, where a whole school year was covered in 3 months.
PSPO-I	2017 Currently studying for Certification professional SCRUM product owner
NIMA A	1998 Night classes ISBW graduated in 1998
Knowledge updates	continuously Subscription to several work related newsletters and LinkedIn groups to keep my knowledge up to date. If possible attend seminars and workshop in my field of specialty
Workshop Presentations	2001 A 2-day workshop in London for presenting software product to large groups
Telephone communication	2000 Provide telephone marketing in 's-Gravenhage. A 2-day training to effectively make business phone calls.
HAVO	1978 – 1985 Mgr. Zwijsen College in Veghel

HOBBIES

Internet, social Media, sports, watching TV, monthly cooking club, photography, my family, going out, Apple, music etc.
As a board member of the Stichting Jazz Veghel I am responsible for publicity for the jazz events we organize in Veghel.

RECOMMENDATIONS These are available on my [LinkedIn profile](#) or can be requested via laurens@icreate.nl