

10+ years 360•degrees Head of Marketing

Track Record of driving Marketing led Revenue

(2018) **1000%** marketing hyper growth curve Logistic start-up led (to scale-up)

(2023) Propelling Fintech to **top 3 online search** position (competitors had 3x and 45x more budget)

Elevating Marketing Ops teams (avg. 5–10 FTE) through **SPRINTS**

Leveraging successful Product and Go-to-Market (GtM) launches as an interim Product Marketing Manager (PMM)

Focussed on **branding**, **building community recognition and loyalty**, **360 communication cohesion** and pinpointing audiences

Strategized into executing internal and external change management, new procedures and forging Business Cases/ Marketing Partnerships.

EDUCATION, BOOTCAMPS & CERTIFICATES

Mentor/ Fellowship:	American Marketing Association	2023 • 2024
Bootcamp:	Red Panda Agency: B2B Growth AI Marketing	2023
Bootcamp:	Red Panda Agency: B2B Growth AI Tactics	2023
	Bootcamp: PMI Project Management Bootcamp	2023
	Bootcamp: American Marketing Association Advanced Bootcamp	2023

Associate • BTEC Level 3 • UK PEARSON International Business Studies 2009 • 2011

Product School	Hubspot	Google	Semrush	Mixpanel	Miro	Other*
<ul style="list-style-type: none">• Product-Growth• Product Strategy• Product Roadmap• Product-Led Growth	<ul style="list-style-type: none">• Rev Ops Dashboard• Automation Strategy• Content Calendar• Email Workflows• Software Usage• Inbound Strategy	<ul style="list-style-type: none">• AI-Shopping• AI-Ads• Advanced Analytics	<ul style="list-style-type: none">• SEO GA4• SEO technical• SEO backlink• Digital PR	<ul style="list-style-type: none">• Product Data 2023	<ul style="list-style-type: none">• Mapping & diagram• Essentials• Collaborations• Client collab	<ul style="list-style-type: none">• Pendo Product-Led• Demandbase Specialist• Hotjar PRO• TikTok Expert

PROFESSIONAL EXPERIENCE

[Hike One](#) • Best UX Agency Benelux **2021, 2022, 2023 (by Emerce100)** • Benelux Fullstack Sr. Marketer

► Performance: **10% ► 40% re-engagement with ABM** + win-back nurture campaigns, automatic workflow reporting via paid campaigns, e-mail, AI automated DM's and automated sales automation in Slack/ Hubspot

2018 • Present / Freelance

In my role as an Interim ADHOC Fullstack Sr. Marketer, I lead **ABM-focused Marketing Ops campaigns**. Coordinating with a dedicated team of FTEs and freelancers, I drive strategies for paid and non paid content calendar campaigns, drive social media topics, competitor and keyword research, events, webinars, and community/ 360 sales messaging. Ensuring **360-degree brand and communication cohesiveness**, I actively seek new Marketing Partnerships through outreach and collaborations. My hands-on approach includes optimizing processes with Marketing Ops automation workflows, campaign optimization, sales mail drips, and co-authoring content for enhanced efficiency.

► **Market Focus:** (ICP) Partnerships with accountancy firms, consultancies, SMB 50+ / Enterprises

• **Specialized Marketing Collaborations:** [Healthcare](#), [Agriculture/ Greenhouses](#), Sustainability, Energy Generation, [Marketplaces](#)

► **Acquisition/ Demand Generation:** Driving bi-weekly sprints for Marketing Ops team (3 FTE: content/ website/ sales enablement)

• Lead and hands-on driving paid marketing campaigns: LinkedIn, Meta, Google, competitor research and content calendar/ socials

• Guarding ALL 360 brand cohesion, structure internal and external brand communication, promotional, content and sales enablement materials

• **Acquisition for new partnerships and outreach, collaborations and building business cases**

► **Activation, Nurture, CRM & Loyalty, Churn**

• Lead in driving Marketing Automation workflows, sales mail drips and reminders

• Focus on brand loyalty and re-engagement (win back campaigns) by physical table sessions, webinars

► **Hubspot / CRM super admin**

• Lead in data migration from several CRM's and sources to Hubspot

• Automated marketing automation and workflows

► **Financial Budgeting/ Marketing reporting**

• Manage and Pitch budgets & built spend/ ROI overviews in Hubspot and automated notification reporting to Slack and e-mails

- ▶ **Performance:** avg. **11%+ ARR MoM. X10 in 2022** all Business Units combined via **360 ABM**, paid campaigns, e-mail, AI automated DM's, sales reminders
- ▶ Propelling Moss Benelux to a **top 3 online search position within just six months** next to Pleo (3x more budget), Payhawk (45x more budget)

As the Benelux Head of Growth Marketing at **Ecovadis**, I achieved an impressive 11%+ ARR growth MoM, propelling Ecovadis Benelux to a top 3 online search position. This success, with a **tenfold growth in 2022**, resulted from strategic initiatives like paid campaigns, targeted emails, AI-driven messages, and effective sales reminders. Coordinating with freelancers and negotiating budgets with the Global HQ Strategy Team, I focused on community building, sales material creation, and cohesive ABM strategies. By leading the Benelux Marketing Ops team, I managed the Benelux budgets, and ensured team cohesion through regular meetings, retrospectives, and talent development with the international team GtM leaders.

- ▶ **Market Focus:** (ICP) SMB 50+, high spend decision makers (CFO's)
- ▶ Running **targeted industry campaigns: Marketing Partnerships, Accountancy, Law/ Firm, Integration, API's integrations**
- ▶ **Lead in Acquisition/ Demand Generation:** driving weekly sprints for Marketing Ops team (5 FTE: content/ seo/ sea/ events/ crm/ enablement)
 - Lead in driving focus paid marketing campaigns: LinkedIn, Meta, Google, competitor research and content calendar/ socials
 - Guarding ALL **360 brand and communication cohesion**, structure internal and external, promotional, content and sales enablement materials
 - Active Acquisition for new Marketing Partnerships, Outreach and **Collaborations** by building business cases and knowledge through leadership
 - Creating full sales enablement fulfillment order system with Logistic Partners for sales
- ▶ **Lead in Activation, Nurture & Loyalty, Churn:** Lead in driving Marketing Automation workflows, sales mail drips and reminders
 - Physical events (e.g. **TNW Amsterdam**), webinar design, planning and organization, **inviting Press/ PR and sending out invitations**
 - Focus on brand loyalty and re-engagement (win back campaigns) by physical table sessions, webinars + physical larger sales events
- ▶ **Hubspot Benelux Lead** in marketing automation CRM
- ▶ **Lead in Financial Budgeting/ Marketing reporting**
 - Manage and Pitch budgets & built spend/ ROI overviews in Hubspot/ Metabase and automated notification reporting to Slack and e-mails
 - Lead in structuring dashboarding Benelux (BI/ Metabase SQL) with data engineers
- ▶ **Team cohesion:** Frequent weekly (1-1's) with Benelux Marketing Ops, driving weekly retrospective' and focus on bi-weekly team satisfaction/ goals, and monthly performance overviews
 - Coach and Develop Talents in the team, building compelling work structure and governance, drive adaptation, training, ambitions and monitor happiness factors and structuring tasks and planning if needed

- ▶ **Performance:** avg. **30%+ higher engagement of new clients** through ABM, webinars + successful recruitment RPO tier with NATO (for recruiting engineers)
- Via paid and non paid **campaigns: e-mail, AI automated DM's, sales reminders and community building in groups/ chats/ platforms**

As a Global Marketing Manager at **Telespazio**, I spearheaded **ABM-focused campaigns for Enterprise Project Management Software and Recruitment & RPO tiers**. Leading a dynamic Marketing Ops team through bi-weekly sprints, I ensured a 360-degree brand presence across paid channels, social media, competitor research, events, and webinars. My role also involved securing impactful Marketing Partnerships for business cases and driving Marketing Automation workflows in Activation, Nurture, CRM, and Loyalty. As a CRM super admin, I established data point connections with the engineering team to capture the full user journey. Managing budgets and steering dynamics in the Global dashboarding, I fostered team cohesion through weekly retros, check-ins with sales, and monthly overviews with Product Managers.

- ▶ **Market Focus:** (ICP) SMB 50+, **project management**, (intern)- governmental agencies, Space industry, Defence/ Federal/ Maritime (shared)
 - Specialized campaigns: Enterprise Project management Software, **Recruitment** & RPO tiers
- ▶ **Acquisition/ Demand Generation:** Driving bi-weekly sprints for Marketing Ops (3 FTE: content/ website/ sales enablement)
- ▶ **Strategizing and budgeting:** monthly/ quarterly/ yearly planning
 - Lead in driving Marketing Ops Team & campaigns: paid, socials, competitor research, events and webinars
 - Guarding 360 brand cohesion and communication (internal/external, paid and sales enablement materials)
 - Active acquisition for new marketing partnerships and outreach, collaborations and **building business cases**
- ▶ **Activation, Nurture, CRM & Loyalty, Churn**
 - Lead and hands-on in driving Marketing Automation workflows, sales mail drips and reminders
 - Focus on brand loyalty and re-engagement (win back campaigns) by webinars, social media, mailing and **knowledge thought leadership**
- ▶ **Workflows**
 - Lead in connecting data points with engineering team -to capture full user journey
- ▶ **Financial Budgeting/ Marketing reporting**
 - Manage and Pitch budgets & built spend/ ROI overviews in custom* high IT security environment and automate Microsoft Teams notifications
 - Lead in structuring Global dashboarding
- ▶ **Team cohesion:** Weekly retro ALL Marketing Product Managers, weekly check-in with sales (1-1), monthly overviews with Product Managers
 - Coach and Develop Talents in the team, building compelling work structure and governance, drive adaptation, training and ambitions

- ▶ **Performance: Go-to-Market (GtM) Marketing Partnerships:** [Fire Prediction](#), [Wind Sustainability](#), Agriculture
- ▶ **Performance: Webinar + Magazine Partnership: 1800 MQL's webinar via ABM campaigns**

As a Growth Product Marketing Manager specializing in Earth Intelligence, Weather, and General domains, I strategically crafted Go-to-Market (GtM) propositions with a strong emphasis on Account-Based Marketing (ABM). Targeting SMBs with 100+, high spend, and high geo-presence, I orchestrated specialized campaigns in Pharma, Renewable energy ([Wind optimization](#) & Solar), Sustainability, Agriculture, Aerial, and Aerospace. Leading bi-weekly sprints for the Marketing Ops team, I established a pivotal Marketing Partnership that generated [1800 A-tier MQLs through](#) a single ABM-driven webinar. My role encompassed comprehensive ABM strategies, including brand management, acquisition, activation, nurture, CRM optimization and integrations, and loyalty initiatives. Serving as the Hubspot Global lead for marketing automation CRM in the Weather vertical, I managed automated ABM workflows, connected data points, and led budgeting/reporting efforts in a high IT security environment.

- ▶ **Market Focus:** (ICP) SMB 100+, high spend and high geo-presence, Governmental/ Agencies, Enterprise, Defence/ [Federal](#)/ [Maritime](#) (shared)
 - Specialized campaigns: Pharma, Renewable energy ([Wind](#) & Solar), [Fire Emergency prediction](#), Sustainability, Agriculture, Aerospace, [Insurance](#)
 - ▶ **Acquisition/ Demand Generation:** Driving bi-weekly sprints for Marketing Ops team, freelancers & agencies
 - Lead in driving Marketing Ops Team & campaigns: paid, socials, competitor research, events and webinars
 - Guarding 360 brand cohesion and communication (internal/external, paid and sales enablement materials)
 - Active acquisition for new marketing partnerships and outreach, collaborations and building business cases
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- ▶ **Activation, Nurture, CRM & Loyalty, Churn**
 - Lead and hands-on in driving Marketing Automation workflows, sales mail drips and reminders
 - Focus on brand loyalty and re-engagement (win back campaigns) by webinars, social media, mailing and [knowledge thought leadership](#)
 - ▶ **Workflows/ Hubspot Global:** Lead in marketing automation CRM *for vertical Weather (General)*
 - Lead in connecting data points in CRM with engineering team - to capture full user journey
 - ▶ **Financial Budgeting/ Marketing reporting**
 - Manage and Pitch budgets & built spend/ ROI overviews *in custom* high IT security environment* and automate Microsoft Teams notifications
 - Design Marketing Ops Strategy for Business Continuity plan per Industry, per quarter, half year and year
 - ▶ **Team cohesion:** Weekly retro ALL Marketing Product Managers, weekly check-in with sales (1-1), monthly overviews with Product Managers
 - Coach and Develop Talents in the team, building compelling work structure and governance, drive adaptation, training and ambitions

- ▶ **Performance:** Re-branding GtM Lead, structuring Marketing Ops and **Acquisition ABM Strategy**
 - Focus on propelling **X3 marketing led revenue** in 1 quarter

As the Interim Global Growth Marketing Lead, I spearheaded a **strategic shift towards Account-Based Marketing (ABM), retraining the agency's vision and leading the re-branding initiative**. This involved the implementation of new USPs and Go-to-Market (GtM) strategies, as well as the creation of ABM-focused sales materials, marketing automation infrastructure, and Demand/Lead Generation tactics. Embracing agile Scrum methodologies in JIRA and employing advanced project management planning for Enterprise focus, I efficiently led distributed silos for Marketing Ops teams, agencies, freelancers, and content writers. Additionally, I ensured the creation of highly secured pages, showcasing ABM-driven Business Cases, Demos, and Invoice Proposals, while facilitating onboarding and API/platform data integrations with Engineering.

- ▶ **Market Focus:** (ICP) SMB 100+, high spend Governmental connections, Enterprise, [Federal](#), Semi-conductors
 - [Huntsman O.E.E. App](#) (O.E.E. = Overall Equipment Effectiveness for [measuring Production Performance](#))
 - [Main Energy](#) (B2C Energy Performance Insights and Usage)
 - [Tatta Steel](#) (Employee Onboarding App for large Semi-conductor)
- ▶ **Acquisition/ Demand Generation:**
 - Lead in driving Marketing Ops Team & campaigns, drive traffic, bidding long-tail keywords and monitoring Market Volume
 - Guarding 360 brand cohesion and communication (internal/external, paid and sales enablement materials)
- ▶ **Activation, Nurture, CRM & Loyalty, Churn**
 - Lead and hands-on in driving Marketing Automation UPSELLING, sales mail drips, 360 reminders/ push notifications (web/ mobile/ text)
 - Focus on API and SDK integrations,
 - Focus on brand loyalty and re-engagement (win back engagement campaigns)
 - Lead in connecting data points in CRM with engineering team and sales team
- ▶ **Financial Budgeting/ Marketing reporting**
 - Manage and Pitch budgets & built spend/ ROI overviews
 - Lead in structuring Benelux dashboarding per brand, per product

► **Performance:** Go-to-Market (GTM) growth for 4 Magazine brands with FMCG **via ABM growth tactics**

In my capacity as a Product Marketing Manager at WPG, I've strategically implemented **Account-Based Marketing (ABM) tactics** for four FMCG-focused magazine brands—[Psychology](#), [Happinez](#), [Yoga](#), [VrijNederland](#), and the Festivals and Event department. Through adept use of agile Scrum methodologies and advanced project management, I've effectively led distributed Marketing Ops teams, planned engineering for feature releases and **A/B tests**, and executed feature campaign planning for communication, driving engagement and paid/ non paid advertisements. My role extends to spearheading **ABM-focused Marketing Automation for UPSELLING, FMCG sales, and reminders, ensuring brand loyalty** through API and SDK integrations, and executing win-back campaigns. I've actively connected CRM data and touch-points with the engineering team, capturing the full user journey using Zapier and other data capturing integrations. Financially, I've excelled in managing budgets, pitching, and leading Benelux dashboarding, aligning seamlessly with agile principles to calculate ROI and LTV.

- **Brands:** Psychology Magazine, Happinez Magazine, Yoga Magazine, VrijNederland Magazine, Festivals and Event –department
 - GTM Product Marketing: [Coachfinder](#), [Thrillergids](#), Schwung: in-house training hub, [Spiek](#): K12 educational app to support teachers
- **Acquisition/ Demand Generation:** Driving sprints for the different Marketing Ops teams (5-10+) +
 - Lead in driving Marketing Ops Team & campaigns, drive magazine subscriptions/ webshop FMCG, courses and events
 - Guarding 360 brand cohesion and communication (internal/external, paid and sales enablement materials)
 - Active Acquisition for internal partnerships and collaborations (sales does larger deals, clients, and API integrations with the Digital Team)
- **Activation, Nurture, CRM & Loyalty, Churn**
 - Lead and hands-on in driving Marketing Automation UPSELLING, sales mail drips for FMCG, 360 reminders/ push notifications (web/ mobile/ text) ----- Focus on API and SDK integrations
 - Focus on brand loyalty and re-engagement (win back engagement campaigns)
 - Lead in connecting data points in CRM with engineering team - to capture full user journey
- **Financial Budgeting/ Marketing reporting**
 - Manage and Pitch budgets & built spend/ ROI overviews
 - Lead in structuring Benelux dashboarding per brand, per product
- **Team cohesion:** Driving weekly retro with Product Engineering and Marketing Ops Teams, weekly check-in's and steer happiness levels

[Quicargo](#) • Sustainable Logistics/ Freight Start-Up • EU Growth Marketing Lead & Brand

March 2017 • March 2019 / Freelance

- **Performance:** **1000%+ online driven growth Quicargo** through media marketing mix strategies
- **3M + 1M angel/ crowdfunding investment** in through scraping and direct automated marketing

In my role as the EU Growth Marketing Lead & Brand at **Sennder**, I spearheaded a remarkable **1000%+ online growth** through a **multimedia marketing strategy and ABM focussed campaigns**, securing a significant 3M + 1M angel/crowdfunding investment. Leading bi-weekly sprints for the Marketing Ops team, I managed comprehensive campaigns across paid and non-paid media, social platforms, competitor research, events, and webinars. My commitment to 360 brand cohesion extends to driving Marketing Partnerships, external promotions, and cohesive trackable sales materials. In the Activation, Nurture, and Loyalty phases, I handled CRM and Marketing Automation workflows, facilitated sales mail drips, and strategic sales reminders in HubSpot. I focused on capturing touchpoints to map diverse user journeys and collaborated closely with sales and engineering to direct the right digital pathways for incoming leads. Financially, I managed and pitched budgets, constructed spend and ROI overviews, and led Marketing Ops dashboarding to finalize monthly/quarterly and yearly planning. My dedication to drive team cohesion involved weekly Marketing Ops sprints, bi-weekly sales check-ins, and monthly overviews with Product Managers.

- **Market Focus:** (ICP two-fold) Demand (shippers/ shipping businesses) and Logistic Partners (Vendors/ Carriers/ API integrations)
- **Acquisition/ Demand Generation:** Driving bi-weekly sprints for Marketing Ops team (5 FTE, freelancers, agencies and Angel capacity)
 - Lead in driving Marketing Ops Team & campaigns: paid, socials, competitor research, events and webinars
 - Guarding 360 brand cohesion and communication (internal/external, paid and sales enablement materials)
 - Lead in re-branding
- **Activation, Nurture, CRM & Loyalty, Churn**
 - Lead in driving Marketing Automation workflows, sales mail drips and reminders
 - Focus on brand loyalty and re-engagement (winback campaigns) by webinars and [knowledge thought leadership video](#)
- **Workflows/ CRM super admin**
 - Lead in Hubspot full user journey capture and working closely with sales/ engineering CTO
 - Automated marketing automation and workflows
- **Financial Budgeting/ Marketing reporting**
 - Manage and Pitch budgets & built spend/ ROI overviews in custom* high IT security environment and automate Microsoft Teams notifications
 - Lead in structuring EMEA dashboarding
- **Team cohesion:** Driving Marketing Ops, weekly check-in with sales (1-1), monthly overviews with Product Managers

- ▶ **Performance:** Go-to-Market (GtM) growth for 5 Magazine brands with FMCG
- ▶ **Performance:** 2 GTM acquired internally

As Sanoma's Product Marketing Manager for 5 FMCG-focused magazine brands, I strategically drove Go-to-Market (GtM) strategies for SimpelSlank (an online video learning platform), CookLoveShare (a **Unilever-sponsored** food recipes platform), and in-house training and **K12 educational** platforms. GtM launches resulted in **2x internal acquisition**. Leading Sprints for Marketing Ops teams, I directed the Creative and Video content teams to craft compelling stories for **ABM in-app and mobile notifications, ensuring direct brand cohesion, recognition, and loyalty**. Actively acquiring Marketing partnerships through Marketing Mix Automation efforts, UPSELLING, and sales mail drips rapidly boosted FMCG and subscription traction. My focus on brand loyalty and re-engagement involved driving compelling content, utilizing SEO and SEA tools for keyword and market research, and creating thought **leadership video interviews with in-house Chief Editors** and Investors. This achieved a **360 Omni Media Mix** from online to offline physical magazines. Financially, I managed budgets, pitched initiatives, built spend/ROI overviews, and structured Benelux dashboarding per brand.

- ▶ **(Interim) Product Marketing Manager for Brands:** [Libelle](#), [Margriet](#), [VTwonen](#), [Nu.nl](#) (generating **1.5M visitors** a day), Festivals and Events
 - GtM launches: SimpelSlank, CookLoveShare, in-house training hub, [K12 educational platform](#)
- ▶ **Acquisition/ Demand Generation:** Driving sprints for the different Marketing Ops teams + structuring strategy plan
 - Lead and hands-on driving paid marketing campaigns: LinkedIn, Meta, Google, competitor research and content calendar/ socials
 - Guarding ALL 360 brand and communication cohesion, structure internal and external, promotional, content and sales enablement materials
 - Active Acquisition for internal Marketing Partnerships and Collaborations
- ▶ **Financial Budgeting/ Marketing reporting**
 - Manage and Pitch budgets & built spend/ ROI overviews
 - Lead in structuring Benelux dashboarding per brand

▶ Growthtribe 1st Alumni Awarded Traineeship • 1st Growth Hacking Academy in Europe @ Peecho • Global Book Publisher

2015 • 2016 Feb

DIRECT SALES EXPERIENCE

2010 • 2015

Prospecting • Outbound • Cold calling • Direct presentations • Generating pipeline • Upselling/ cross selling

[Socia](#) • IT Re-seller Networks, VoIP, IT Security • Account Executive

2014 • 2015

- ▶ **Performance:** Largest Personal IT Security deal: Swiss Sense (beds) HQ pivot, all offices and then all physical stores

[Werkspot](#) • Handyman & Home Renovation Platform • DUAL position Sales/ Growth Marketing

2013 • 2014

- ▶ **Performance:** Focussing on 360 user journey and communication (from website, telephone, sales materials) and acquiring new clients

[Amoria Bond](#) • Head Hunter Agency • Account Executive/ Headhunter

2012 • 2013

- ▶ **Performance:** min. 2 candidates in interview per week, and min. 2 candidates placements per month

▶ [Klarna](#) • Fintech Unicorn • Account Executive

2011 • 2012

- ▶ Focus: Webshops/ Ecommerce with multiple payment modules

[Intrum Justitia](#) • Largest Dept Collector/ Fintech Benelux • Account Executive

2009 • 2011

- ▶ Focus: Prospecting and Deal closing

TECH STACK EFFICIENCY

*not all mentioned • bold is certified**

CRM	Data	Paid	Tracking	Content	Mail	Enablement	Scrum
Hubspot Salesforce Pipedrive Oracle	G-Analytics G-Datstudio Zoho Metabase (BI dash)	G-Adwords Linkedin Ads Bing Ads Meta Ads	G-Tag/ GTM4 Mixpanel Pendo Amplitude Funnel.io Zapier Segment Blueconic	CHATGPT Google Bard Claude Canva Figma Creatopy	Hub-Mail Intercom Zendesk Claude Mailchimp Superhuman Crystal (AI)	Hub-meetings Calendly Chilipiper Groove Lemlist Aircall	Jira Monday Asana Miro Basecamp Notion
Landingpages	Databoard	Keyword Research	Behaviour	Planner	Enrichment	Engagement	Groupware
Hub-Pages Unbounce Instapage Optimizely VWO	Hub-Dash G-Datstudio Zoho Klipfolio Metabase (BI dash)	Semrush Ahrefs Moz G-Lighthouse G-Search Console	Hotjar Fullstory	Hub-Planner Hootsuite Buffer	Demandbase Zoominfo Apollo Hunter.io Lushia Cognism Crunchbase Kasper/ Hunter.io	Hub-Workflow Gong Apollo Salesloft Outreach	Slack Teams Lark
		Webinars On24 BigMarker					