

## SUMMARY:

Performance marketing specialist with 9+ years of experience. Seeking a role where I can apply my expertise in funnel optimization, marketing analytics and conversion rate optimization to drive growth. In particular I am interested in designing AI applications for marketing that save human hours and provide reliable results.

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## SKILLS & TOOLS:

**Advertising:** Google, Meta, Channable, LinkedIn, Amazon

**Automation:** Zapier, n8n, Hubspot, Flodesk, ActiveCampaign

**Analytics:** Google Analytics, Posthog, Mixpanel, Tag Manager, Excel, R Programming, Semrush, Search Console, Looker Studio, Publer

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## WORK EXPERIENCE (*most recent*):

### Digital Marketer

Envision , Rotterdam – January 2023 – Present

- Marketing mix optimization and localization for AI smart glasses, achieving a 300% YoY increase in leads across target countries.
- Improved average (search engine) position to under 5 for impactful non branded search terms.

### Performance Marketing Consultant

Spinoza, Amsterdam – June 2022 – June 2023

- Web analytics setup and event tracking. (on Google Analytics and Hubspot)
- Set up ad campaigns that eventually increased total leads of the marketing mix by 50%.

### Paid Advertising Consultant

Newcraft (now VML), Amsterdam – January 2020 – November 2021

- Implemented feed based advertising setups for prominent eCommerce brands.
  - Managed conversion based bidding campaigns with monthly spends of up to €50.000 .
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## EDUCATION:

**Master's in Business Information Management** – September 2015 – August 2016

Rotterdam School of Management, Erasmus University, Rotterdam

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## LANGUAGES:

English – Fluent, Dutch – B1, Hindi – Fluent

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## OTHER INTERESTS:

Jiu Jitsu, Bouldering, Vibe Coding, Surfing, Music