

# Jasper van der Zwaan

*A seasoned digital marketing professional  
with global experience*

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## PROFILE

I am a seasoned digital marketing professional with extensive global experience in building, maintaining, and running successful digital, and traditional marketing campaigns.

Over the past 20+ years, I have implemented numerous large scale projects, including, websites, mobile & desktop applications, email campaigns, corporate branding, and omni-channel marketing initiatives.

I bring a rare amount of knowledge in visual design, user experience, typography, color theory, and creative problem solving skills to any business and/or clients I work with.

I have worked in various highly regulated industries, including; advertising, education, medical, insurance, finance, and mortgage origination.

I have extensive experience in usability, design iteration, A/B & multivariate testing to measure, and improve the performance of various web applications. I use artificial intelligence to help with research and ideation.

I'm able to take a vague concept on a napkin or formal requirements to a successful marketing strategy or product experience.

Highly experienced with Adobe Creative Suite (Photoshop, Illustrator, InDesign, DreamWeaver, Premiere Pro & After Effects), Jira, Figma, Adobe XD, Sketch, InVision, Zeplin, Salesforce, SFMC, and most other mainstream CMS/CRM tools.

Building strong, trusting relationships with peers and executives is vital to my approach. I have a proven track record in leading remote, off-shore, and in-office teams. Committed to lifelong learning; I continuously update my skills and sharing my accumulated wisdom whenever possible.



## SKILLS

- Design, passion, and curiosity.
- Multi-channel marketing & campaign management.
- Usability, design iteration, A/B, and multivariate testing.
- CMS, CRM, Digital, Content, and E-mail marketing.
- Advanced marketing analytics & KPI reporting.
- Effective communication, and collaboration abilities.
- Exceptional attention to detail.

## CONTACT

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## EDUCATION

### **BACHELOR OF ARTS - GRAPHIC DESIGN**

Media College - Amsterdam, The Netherlands - **September - 1995**

### **FUNDAMENTAL & ADVANCED HTML CODING**

Media College - Amsterdam, The Netherlands - **August - 1996**

## WORK EXPERIENCE

### **PENNYMAC - Manager, Web Optimization**

**March 2019 - Present**

- Developed & executed multi-channel digital media strategies, and roadmaps aligned with company growth and success goals.
- Closely tracked the latest digital marketing technologies, trends, and strategies to identify opportunities to enhance, and improve the business digital marketing roadmaps. Continuously evaluated company consumer-facing web properties, and executing on measurable optimization efforts by leading a highly effective testing team. Expert leader in ideating market relevant hypotheses, and, deep diving into analytics data to increase user engagement, in order to provide a steady stream of high converting leads for company sales teams.
- Juggled multiple high-visibility projects, and ensured quality & timely content delivery for multiple LOB's across the organization.
- Comfortable, and highly proficient in launching new, and maintaining existing consumer & B2B facing web solutions in a highly regulated business environment.
- Excellent working knowledge of most mainstream digital marketing tools such as: SFMC, HTML, CSS, jQuery, Chrome DevTools, Jekyll, Liquid, Yaml, etc. CMS: CloudCannon, LifeRay, WordPress, etc. G-Suite, MS Office Suite, Tableau, Snowflake, Leadspedia, Rundeck, Jenkins, GitHub & AWS. Figma, Adobe Creative & Experience Suites, Screaming Frog, VWO, UserTesting, Optimizely, Target, HotJar, SEMrush, GA4, Tag Manager 360, etc.

### **AGIA AFFINITY - Manager, Digital Marketing**

**2014 - 2019**

- Spearheaded client meetings to determine project needs and professional requirements and identify the correct course of action to help clients be successful.
- Maintained expert-level skills in digital platforms such as Salesforce Marketing Cloud, Adobe Creative Suite, Liferay CMS, Google Analytics, and Tableau.
- Drove digital and enterprise collaboration across functional teams, focusing on delivery and continuous process improvement.
- Devised strategies and roadmaps to support product vision and value to the business.
- Administered marketing calendar and posted new content to coincide with new product, and service releases.

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## **DAVID ALLEN COMPANY - Multimedia Designer**

**2012 - 2014**

- Executed on new creatives for web, video, DM & printed materials that adhered to the overall creative vision and branding direction which resulted in 30% sales growth in 12 months.
- Oversaw all phases of video production for coaching talent promotional pieces, from pre- to post-production primarily using Premiere Pro, After Effects, and Media Encoder.
- Designed new treatments for display, online marketing, print, and packaging materials to further enhance company product branding strategies which resulted in 20%+ growth in those channels.
- Designed updated brand fundamentals. Created a new style guide/branding guide with updated typography, color palette, and new design approach to enhance company brand awareness.

## **STERLING HEALTHCARE INFO SYSTEMS - Art Director**

**2008 - 2012**

- Developed artistic visual products while working within defined technical guidelines.
- Maintained accurate specs by adhering to print and art specification standards.
- Approved art layouts, copy design, and illustrative work for publication.
- Designed new on-brand visual elements to effectively convey concepts and messaging.
- Juggled multiple projects and tasks to ensure high-quality and timely delivery.

## **ADDITIONAL EXPERIENCE - Various Graphic & Motion Design Roles (USA & International)**

**1996 - 2009**

- I will happily provide additional details regarding my previous work experiences beyond this time frame. *(upon request).*

## **ACCOMPLISHMENTS**

- Pennymac MAP (*Manager Accelerator Program*), Thousand Oaks, CA.
- Pennymac PM Silver Certification, Thousand Oaks, CA.
- Google GTM - Certified by LunaMetrics, Pittsburgh, PA.
- Google Adwords - Certified by LunaMetrics, Franklin, TN.
- Tableau Desktop I: Fundamentals - Certified by Tableau, Wexford, PA.
- Liferay Symposium - NA 2015, Chicago, IL.
- GPS Leadership Training - Certified by AGIA, Carpinteria, CA.
- HIPPA Compliance Training - Certified by AGIA, Carpinteria, CA.
- GTD® Fundamentals Workflow Coaching - Certified by David Allen Company, Ojai, CA.

## **WEBSITES**

- <https://pennymac.com/>
- <https://corr.pennymac.com/>
- <https://tpo.pennymac.com/>
- <https://agia.com/>
- <https://gettingthingsdone.com/>
- <https://www.sterlinghcs.com/>

## **LANGUAGES**

- English (*Full professional proficiency*)
- Dutch (*Full professional proficiency*)
- Flemish (*Professional proficiency*)
- German (*Elementary proficiency*)
- Spanish (*Elementary proficiency*)
- French (*Elementary proficiency*)