

Rafael van der Meer

Dutch | Male | 23 years old

Target MSc: Marketing Analytics

PROFESSIONAL EXPERIENCE

Marketing Analyst Intern - Unilever, Rotterdam July 2024 - Present.
Analyzed POS (Point of Sale) data for the "Home Care" division, optimizing promotional spend which led to a 5% increase in ROI.
Digital Marketing Intern - Philips 2023.
Managed A/B testing for email marketing campaigns across the Benelux region.

EDUCATION

BSc in Communication Science, University of Amsterdam 2021 - 2024.
Focus on Digital Media and Persuasive Communication.

SKILLS

Technical: Google Analytics 4, SQL, SPSS, Excel.

LANGUAGES

Dutch (Native), English (Fluent).

PERSONAL INTERESTS

Sailing, Graphic Design, Sustainability.