

# Saskia van der Meer

Japan | Female | 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.