

STEFAN WOUTERSEN

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PROFESSIONAL SUMMARY

- 8+ years in sales & marketing, having successfully launched new marketing strategies and action plans to boost brand awareness, produced digital marketing content and strengthened relationships with service providers, resulting in high client satisfaction levels and business growth.
- Skilled at exceeding clients' expectations, cooperating with the marketing team to reach business goals and identifying market trends, ensuring the smooth daily running of digital marketing operations.

KEY SKILLS

- People Leadership & Training
- Digital Marketing
- Cross-functional Collaboration
- Client Relationship Building
- B2B Sales Experience
- Process Improvement

PROFESSIONAL EXPERIENCE

Advanced Business Events | Bristol, UK

Conference Producer

November 2022 - February 2024

- Developed and executed dynamic live content agendas for automotive, maritime and aerospace industry events.
- Sourced industry specific executives with the requisite expertise to address topics developed in collaboration with event sponsors.
- Proficiently moderated live roundtable discussions with industry experts, fostering insightful conversations.

GDS Group | Bristol, UK

Technical Producer

February 2020 – November 2022

- Creating and defining a virtual event space, enabling the discussion amongst executives in SaaS.
- Producing digital marketing content to showcase the virtual event platform.
- Sourcing potential clients and determining if their business goals align with the topics discussed at events.

Momentum Ski | London, UK

Sales & Marketing Consultant

October 2018 – November 2019

- Introduced new marketing strategies and action plans as well as developing content.
- Built strong relationships with service providers as a result of successfully negotiating contracts with them.

Firefly Collection | London, UK

Sales Consultant

April 2018 – July 2018

- Improved brand visibility levels by creating InDesign templates for marketing content and infographics.
- Accomplished excellent client service by exceeding clients' expectations, resulting in repeating business.

ADDITIONAL PROFESSIONAL EXPERIENCE

Club Med | London, UK

Travel Advisor

May 2017 – April 2018

Skiworld | London, UK

European Sales Consultant

August 2016 – April 2017

EDUCATION

Bournemouth University | MSc (Hons) in Tourism Management & Marketing (2:1)

2015

University of Bradford | BSc (Hons) in Economics (2:2)

2013

TECHNICAL SKILLS

Knowledge of MS Office Suite, InDesign, Canva, and Wix