

Lieke Adams

Job Experience

Data Engineer

Springbok | February 2022 – Now

Responsible for:

- Building valid datasets, data flows, (customer specific) connections and tables.
- Implementing and managing measurements, data flows and optimization with Python and SQL.
- Perform periodic or ad hoc data-analyses in Big Data.
- Signal and pro-actively searching for opportunities for optimizations, conversions, segmentation or automation.
- Develop data flows with cloud infrastructures.
- Develop dashboards and tools for customers in order to visualize the data in a comprehensible and easy way.

Graduate intern Data & Tooling

Springbok | September 2021 – February 2022

Online Marketing Manager

Lijmpartner B.V. | December 2020 – September 2021

Responsible for:

- The development of a new Wordpress website, creating designs and promotion materials for a new product line.
- Maintaining social media accounts, optimizing (SEO) and maintaining the company websites, and generating online sales through a Wordpress webshop and via Bol.com.

Senior Online Marketeer

G-Promotion | Augustus 2020 – December 2020

Responsible for:

- Same responsibilities/skills as the Junior Online Marketeer.
- Supervisor of the Junior Online Marketeers.
- Responsible for developing the planning, educating new employees and in charge of the budget allocation to different campaigns.

Junior Online Marketeer

G-Promotion | December 2019 – Augustus 2020

Responsible for:

- The development and optimization of SEO-websites and webshops.
- The development and optimization of Google Ads, Facebook ads and Instagram ads campaigns.
- Customer, developer and designer communication.

Marketing Intern Espresso

Philips Healthcare Benelux | Augustus 2019 – February 2020

Responsible for:

- Supporting the Marketing Manager Espresso.
- New product launches, product demonstrations, analyses from the market/competition/consumers, marketing communication and developing assets for Philips Espresso and Saeco.
- Developed skills with Outlook, Excel, Word and Powerpoint.

Study/Courses Promotion TiSEM & Student employee Video Registration

Tilburg University | 2017 – 2019

Study/Courses Promotion TiSEM: Giving presentations to high school students about all the economically related study programs Tilburg University has to offer. Received training in speaking in front of large crowds, in English and Dutch.

Student employee Video Registration: Filming lectures and working as stand-by at the IT department.



Profile

Hi there, My name is Lieke and currently I am finishing up on my Master Marketing Analytics. During my studies I learned a lot in R & Python for my courses. In addition to my study, I try to develop myself every day in my extracurricular jobs and by working part time as a Data engineer at Springbok. As a Data engineer, I am developing in SQL, Python and dashboarding.

Currently I am looking for my next adventure where I can combine these programming skills with more stakeholder management and/or customer contact.

Contact

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Hobby's

Rowing
Running Track
Traveling
Racebiking

Lieke Adams

Education

WO – Marketing Analytics Msc.

Tilburg University | February 2021 – Current (Graduating June 2022)

Improve marketing decision-making using state-of-the-art research methodology to collect, analyze and disseminate quantitative information in a systematic and objective way.

WO – International Business Administration Bsc.

Tilburg University | 2015 – 2020

International Business Administration provided me with a foundation in the four core pillars of an international business: management and organization, marketing, finance, and accounting. And developing business skills in the areas of (intercultural) communication, systematic research, teamwork, planning, reporting and presenting.

Extracurriculars

Top sport

Rowing at T.S.R. Vidar. | 2016-2017

Devoting a whole year to rowing in the Dutch National KNRB competition.

Organisation Studentenbevrijdingsfestival

Head of Promotion | 2018-2019

Responsible for the external and internal communication of the festival.

ZRBestuur

Logistics Officer of the ZRB | 2020-2021

Responsible for the Logistics of the KNRB rowing event in Tilburg on 4 & 5 May. This event gets a visitor's number of 1500 people every year and is still growing.

Committees

Active member of T.S.R. Vidar | 2015-2021

Active in different committees at T.S.R. Vidar like; Almanak, Promotie commissie, Wedstrijdcommissie en Toer- en Regio commissie.

Certificates

Certification Google Analytics advanced

Certification Date February 2022 – February 2025

Certification Google Analytics beginners

Certification Date January 2022 – January 2025

Certification Google Adwords Search

Certification Date June 2020 – June 2021

Certification Google Adwords Shopping

Certification Date May 2020 – May 2021

Certification Google Adwords Display Advertising

Certification Date May 2020 – May 2021

Certification Google Adwords Video

Certification Date August 2020 – August 2021



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