

Angelica Barasoain

Creative Project Coordinator

About Me

Versatile and results-driven professional with a background in marketing, project coordination, and customer experience. Skilled in optimizing workflows, enhancing brand engagement, and bridging strategy with execution to create seamless brand experiences. A proactive problem-solver with hands-on experience in campaign execution, content strategy, and data-driven decision-making. Passionate about storytelling, operational excellence, and creating meaningful connections between brands and their audiences.

Contact



(+31) 061 - 6042 - 806



barasoainangelica@gmail.com



[Let's Connect! \(Link\)](#)



Delft, The Netherlands



[Portfolio \(Link\)](#)

Skills

- SEO & Basic SEA Knowledge
- CRM & Email Marketing
- Adobe Creative Cloud
- Power BI & Data Visualization
- Blender 3D Concept Designing
- Microsoft Suite

Interest

- Digital Marketing & Campaign Execution
- Product Analysis & Content Strategy
- Acoustic Guitar
- Baking cakes and cookies

Certifications



PRINCE2® Foundation Certificate in Project Management (2023)



Foundations of Digital Marketing and E-commerce (2024)

Languages

Thai: Native Speaker
English: Native Speaker
Spanish: Beginner
Dutch: Elementary Proficiency

Experience

The LEGO Group

Data & Insights Analyst (Brasschaat, BE)

2024 - 2025

- Supported the eCommerce and Analytics teams by tracking product availability and performance across major retail partners like Bol.com, Dreamland, and Intertoys.
- Helped surface listing issues, ensuring better product visibility and supporting ongoing availability checks.
- Assisted in building and maintaining Excel-based dashboards to support weekly sales updates and promotional planning.
- Collaborated with account managers by gathering and organising commercial insights used in internal reports and customer meetings.
- Learned how merchandising, operations, and digital performance intersect in a large-scale, cross-functional environment.
- Maintained clear documentation for weekly processes to help the team work more efficiently.

Sales Associate (Leidschendam, NL)

2023 - 2024

- Managed daily store operations.
- Delivered a signature customer journey, leading to a 40% increase in positive customer feedback and higher engagement.
- Boosted the Leidschendam store's Net Promoter Score, increasing customer loyalty and retention.
- Created and maintained the "Book of Values," boosting the team's morale.
- Named "Employee of the Quarter" for outstanding performance in Q1 2024.

Victory Art Rotterdam

Curatorial Assistant (Rotterdam, NL)

2022

- Built a talent acquisition pipeline, curating 5-10 new artists weekly to expand Victory Art's brand presence.
- Created a new revenue stream by developing 10+ merchandise items, expanding brand visibility and consumer engagement.
- Curated layouts for three exhibitions, including Visegrad Exhibition 2022 and Nowa Stacja - VA Exhibition.
- Designed website landing page mockups and created 5+ brochures.
- Developed strategic partnerships with art collectors and hotels to enhance brand visibility.

BELKIN B.V

Marketing Operations Assistance (Amsterdam, NL)

2020 - 2021

- Assist the Go-To Market Team
- Generated reports on social media engagement, analyzing campaign effectiveness.
- Developed 60+ sales training programs for warehouse employees and associates.
- Developed and managed EMEA & CEE Coverage Trackers, improving regional marketing alignment and campaign effectiveness.
- Monitored and summarized B2B industry trends, curating key insights for internal stakeholders via the shareholder platform.

Education

Regents International School (Pattaya, TH)

International Baccalaureate Diploma

- Organized charity events for the school community.
- Gathered 1,200 school supplies for the Father Ray Foundation.
- Fundraised 10,000 baht for the Disabled Ladies Home.

Inholland University of Applied Sciences (The Hague, NL)

BA International Creative Business

- Branding & Marketing Strategy, Cross-Cultural Business, Event Management.
- Developed organizational and multitasking skills.
- Applied Agile methodologies to real-world projects for clients like Questomatica, Bondi, and Netflix ([see portfolio](#)).