Name: Sacha Albarda

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Languages: 1 Dutch:

2 English:

3 German:

4 French:

5 Thai:

[About.me/sachaalbarda](https://about.me/sachaalbarda)

Driving license: Yes

Birth date: 01.01.1977

Gender: Male

Fluent

Fluent

Fluent

Fluent

Fair

**Work experience**

2013 – 2016 [**Content Manager European Bartender School**](http://www.barschool.net/)

EBS is a fast-growing training institution for 18 – 25 years olds who want to be bartenders and travel the world. With unique marketing methods, we’ve managed to double in size over the last three years. I am responsible for:

* Social Media team management (4 staff)
* Localisation team management (12 staff)
* Campaign management
* Franchise communication

I report to the marketing director, the board of directors and I have bi-weekly meetings with the sales team and performance marketing department (PPC and Adwords team).

Key achievements until now: 430% growth social media (3 years)  
Overhauledl global marketing strategy for all schools  
Activated German markets with adjusted marketing

Activated North America with adjusted marketing

Allied with media partner “Tales of the Cocktail”

2010 – 2013 [**International MKT Manager - Starboard**](http://www.star-board-windsurfing.com/) **Windsurfing**

A Thailand-based, business-to-consumer watersports company. Operating on a 1-year product cycle, the annual marketing calendar was my responsibility, along with events like photoshoots, brochures and dealer meetings. During extensive business travels in Asia and to Europe and the Americas I was responsible for:

* Graphics team management (5 staff)
* Team management (64 sponsored athletes)
* Annual marketing calendar
* 80-page brochures for 2011, 2012 and 2013
* Big budget shoots in Maui, Vietnam and Europe

Key achievements: 30% growth in organic traffic (zero budget)

340% growth in Social Media (zero budget budget)

Over 20 World well-documented world championships

**Work experience (continued)**

2007 – 2010 **[Senior Copywriter (English) – Bose Corporation](http://global.bose.com/)**

Bose is a high-end consumer electronics company, which I joined while I was attaining an MA in marketing. I joined as a junior copywriter and was promoted a year after. As part of the creative concept team (4 staff), I was responsible for:

* Brochures, newsletters and online copy
* Video storyboards and voiceovers
* Magazine Advertisements (Dutch & English)
* Presentations, speeches, and copy guidelines

**Freelance Copywriter**

2001 – 2005 With several clients at different agencies, I wrote and worked on a variety of campaigns for an eclectic mix of consumer brands in Holland. Work was exclusively in Dutch. Wanting to take my career to the next level I started an MA in Marketing at the VU Amsterdam.

Clients:Palm one, Diageo, Hitachi, Adidas, Mercedes-Benz

**Tools**

**Social**

I am an experienced Admin for corporate Facebook accounts, and familiar with several social tools like Hootsuite, Falcon and Post.so

**Performance marketing**

Smartly

**Online Marketing / Inbound marketing**

Hubspot, Analytics and experienced A/B testing

**Web-based project management**  
Trello, Basecamp and Tom’s planner

**General**

Expert user MS Office, WordPress, MailChimp, Photoshop and others

**Education**

2006 – 2007  **MA in Marketing** – VU Amsterdam

1996 – 2001 **Bachelor of Marketing** - Haarlem Business School