

Hello. I'm Marlene Linzner-Scherf.

Global Marketing Leader | Brand Management Leader | Care & Community Coordinator

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I am passionate about people having great experiences with brands.

As an experienced marketing leader, I bring a decade of expertise in driving impactful initiatives for multinational corporations, specializing in brand, social care and community management, digital marketing, and project management. Guided by the core values of trust, authenticity, and open communication, I build heart-to-heart connections, promoting a culture of mutual respect. My diverse international experience strengthens my ability to navigate change with flexibility, creating safe, efficient workplaces that enable performance. Unafraid to assert boundaries, I balance strategic leadership with personal integrity, leading high-performing teams and contributing to award-winning campaigns and crisis communication. By integrating my knowledge and expertise with my core values I am aiming to create an environment where individuals thrive, driving both efficiency and enhanced performance. I enjoy a good laugh and a pre-work morning run, keeping a balance between work and personal well-being.

Areas of Expertise

Business Strategy and Management

- Marketing Strategy
- Digital Strategy
- Social Media Strategy
- Consumer Insights
- Voice of the Consumer
- Direct 2 Consumer
- Team Management
- Vendor and Supplier Management
- Strategy Implementation
- Brand Management
- Online Communication
- Social Media Management

Communication and Crisis Management

- Crisis Communication
- Online Communication
- Intercultural Awareness
- Cross-functional Project Management
- Stakeholder Management
- Key Message Development
- Public Relations
- Content Creation
- Crisis Response Planning
- Reputation Management

Strategy Execution and Leadership

- Strategy Implementation
- Brand Management
- Leadership Development
- Data-driven Decision Making
- Change Management
- Performance Metrics and KPIs
- Innovation Strategy
- Team Building and Motivation
- Organizational Culture Development
- Talent Acquisition and Retention
- Strategic Partnerships
- Agile Product Owner and Scrum Master

Professional Experience

Global Senior Brand Manager

2022 – now | Philips, The Netherlands

- Tasked with bolstering the Philips brand by driving key initiatives designed to boost consumer-centric KPIs and overall brand strength factors.
- Serve as a trusted brand advisor for internal and external stakeholders, maintaining consistency in implementation across various channels and touchpoints.
- Supporting change-management initiatives and performing regular brand pulse checks to track brand performance and health.

Achievements

- Boosted Philips' brand score by +1pt within a year.
- Ensured cohesive brand communication across channels, improving brand perception.
- Advanced Philips' brand values and culture via effective thought leadership
- Developed a robust internal brand community, enhancing employee brand advocacy.
- Successfully aided in seamless organizational changes and maintained optimal brand health.

Global Senior Manager Social Engagement D2C

2020 – 2022 | Philips, The Netherlands

- Developed and deployed a community management strategy for social media touchpoints.
- Development and implementation of a global social media strategy specifically for direct-to-consumer (D2C) marketing. Strategy creation for target audiences to build a strong online community.
- Enhanced the brand's presence to drive consumer engagement.
- Analyzed Social Media metrics and consumer behavior to fine-tune strategies and plans.
- Driving innovation in Social Consumer engagement through segmentation and automation.
- Responsibility of Social Care A&P budget.

Achievements

- Successfully established community management capabilities, integrating effective newsroom operations.
- Fostered successful partnerships and collaborations for innovative projects, strengthening external relationships and business outcomes.
- Improved consumer perception through improved response rates and speed.
- Developed and implemented workflow to increase joy-share opportunities by utilizing existing tooling.
- Developed an innovative content strategy for the parenting business unit.

Global Senior Manager R&R and Social Consumer Care

2019 – 2020 | Philips, The Netherlands

- Created and implemented a global Social Media Care and digital support strategy.
- Enhanced consumer engagement via digital channels for Philips Consumer Engagement and Consumer Care.
- Initiated Net Promoter Score (NPS) detractor programs and coordinated their expansion across markets.
- Formulated and executed Ratings & Reviews and Social Engagement Strategy.

Achievements

- Achieved a global +7% improvement in SLA for Philips Consumer Engagement and Consumer Care.
- Effectively introduced and scaled NPS detractor programs across various markets, improving customer feedback and loyalty.
- Realized 95% market compliance within a year for the Ratings & Reviews and Social Engagement Strategy.

Social Media Strategist and Team Lead

2018 – 2019 | ZoominTV, The Netherlands

- Created and executed a unified, sustainable social media strategy for ZoominTV, enhancing brand consistency, across all platforms.
- Led strategic transformation to high-quality media formats to enhance follower engagement.
- Led a team of 2 creatives and 1 social media manager

Achievements

- Led a strategic shift towards qualitative media formats, resulting in a 5% increase in follower engagement.
- Boosted community engagement through effective strategies and partnerships.
- Improved content performance through relevancy and optimization pilots.

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Education

New Media and Digital Culture

Master of Arts | University of Amsterdam

Political Science

Master | University of Vienna

Coach / Counsellor

Academie voor Coaching en Counselling | The Netherlands

Social Media Management

Academy for Text, Design and Advertising | Austria

Languages

German, English, Dutch

Professional Experience

Account Manager and Team Lead

2017 – 2018 | RIFF, The Netherlands

- Led a team of 9 social media experts.
- Established social engagement strategy across digital platforms.
- Worked to improve service levels within specific timeframes.
- Aimed to boost agent productivity through strategic approaches.
- Introduced Consumer NPS and agent feedback systems.
- Conceptualized and executed Ratings & Reviews and Q&A Pilots.
- Strategized and implemented client account scaling through upselling.

Achievements

- Enhanced service level from 6% to 24% within 15 minutes.
- Increased agent productivity by 50% over 6 months.
- Implemented Consumer NPS and feedback loops, improving customer and employee satisfaction.
- Successfully launched Ratings & Reviews, and Q&A pilots, boosting customer engagement.
- Grew client accounts by 35% through upselling in just 8 months.

Consultant and Digital Strategist

2014 – 2017 | Pick & Barth Digital Strategies, Austria

- Developed tailored digital communication strategies and campaigns, aligned with specific client needs and objectives.
- Created and customized PR concepts for public figures, including crisis communication and image management.
- Led and coordinated campaigns and projects in collaboration with various organizations, considering diverse stakeholder interests.
- Provided consultation and coaching to clients in storytelling, mission/vision development, and thought leadership, including workshops and seminars.

Achievements

- Developed and implemented several award-winning online communication campaigns that significantly increased brand awareness and customer engagement.
- Achieved a notable increase in customer engagement and brand presence through personalized consulting and coaching services, leading to measurable improvements in customer communication and branding.
- Successfully realigned the digital communication strategies of key clients, resulting in demonstrable growth in customer loyalty and account expansion.

Head of Social Media and Online Communication

2013 – 2016 | TEDxVienna, Austria

- Led a team of 9 social media experts.
- Developed a comprehensive social media strategy for TEDxVienna aligned with overall communication objectives.
- Established an integrated communication framework for events, communications, and social media teams.
- Created key messaging and content for TEDx events.
- Built and engaged an online community around TEDxVienna.
- Launched and managed Instagram and Facebook as key communication channels.
- Handled crisis management situations effectively and managed influencer relationships and collaborations.

Achievements

- Transformed TEDxVienna into a well-known brand in the city through strategic community engagement and campaigns that led to recognition across TED and TEDx Communities on a global scale.
- Grew Instagram followers to 5,000 and Facebook community to 10,000 organically within a year.

Media Monitoring and Profiling

2012 – 2014 | Austria Press Agency, Austria

- Monitored media channels, compiled media profiles, created media reports, and coordinated media responses.

Achievements

- Enhanced client understanding of industry trends through comprehensive media profiles.
- Played a crucial role in crisis management with real-time media analysis.

Assistant to the Deputy Chief of Mission

2010 – 2012 | Embassy of Austria, United States

- Managed day-to-day operations, coordinated communication, and conducted research for the Deputy Chief of Mission.

Achievements

- Streamlined the DCM's schedule and communications, enhancing diplomatic relations.
- Successfully organized high-profile events and maintained confidentiality in sensitive matters.

Gigs & Volunteering

Community Engagement Lead

Philips Women Lead

SME / Contributor

Philips Women's Health Venture

Confidential Advisor

Philips

Mentor

Branded U Mentorship Program

Awards & Recognitions

State Prize for PR

2016

dpok - Crisis Communication and Issues Management

2016