Eduard de Boer – ReputationCoach & Internet Marketeer

- 9 years experience in local and organic SEO
- 25+ years of experience in IT
- Worldwide working experience and international client base
- Google Street View Trusted Photographer
- Google My Business Provider

Contact details

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Languages

- Dutch (Mother tongue)
- English (Fluent)
- French (Fluent)
- German (Fluent)

Education

- Technical Highschool (1993)
- Archimate (2013)

Skills / Tools

- Operating systems – MacOS X, MS Windows, Linux, FreeBSD, OpenBSD etc.
- Programming Languages – PHP, Perl, Google Apps Scripting, JavaScript, HTML, CSS, Postscript, Markdown
- Frameworks – Node.js, Amazon Web Services
- Office tools – Microsoft Office, Google Documents, Open Office, Zoho Office
- CRM: SuiteCRM, SugarCRM, ZohoCRM
- Graphic Editors – Adobe Photoshop, Adobe Lightroom
- Other – Github, HUGO

Experience

ReputationCoach - Apeldoorn (Netherlands)
2012 – present

- Helping business improve their online findability, visibility and online reputation
- Produced a podcast on Stitcher iTunes from 2012 until 2016
- Conducted trainings about reputation for universities in The Netherlands
- Guest Speaker about online reputation at various occasions
- More info: https://www.reputatiecoaching.nl
- Podcast at: https://www.stitcher.com/podcast/reputatie-coaching-podcast/reputatiecoaching

Google My Business Provider - Worldwide
2019 – present

- Verifying local businesses in Africa, Asia and Europe
- Training Google Local Guides in The Gambia (in person)
- Training Google Local Guides in Africa (online)

Google Street View Trusted Professional Photographer - Worldwide
2013 – present

- Shot virtual tours of 100's of local businesses in the Netherlands (see: https://www.meesterfotografen.nl)
- Shot virtual tours of dozens of resorts, hotels and other businesses in The Gambia (see: https://www.360gambia.com)

Photographer - Allround Fotografie, Apeldoorn (Netherlands)
2006 – present

- Professional photographer: businesses, people, events etc.

LocalSpark Project Manager - Whitespark Inc, Edmonton (Canada)
2015 – 2016

- Managed and carried out SEO projects for many clients

- Published blog posts on Whitespark website
- Created informational videos for YouTube

ICT Architect - Ordina, Nieuwegein (Netherlands)
2010 – 2014

- ICT architect at many projects for various clients

Multichannel Architect - Dutch Tax Authorities, Apeldoorn (Netherlands)
2004 – 2009

- Worked on the design of the Multichannel Contact Center Architecture
- Assistant project manager in various projects

CTO - RhinoBell, Amsterdam (Netherlands)
2003 – 2004

- Responsible for the technical management and expansion of this ITP

Lead Architect / Project Manager - Telekom Malaysia, Kuala Lumpur (Malaysia)
2003

- Responsible for the futureproof architecture for Intelligent Network services
- Responsible for the architecture of TM's contact center

Vice chairman - WildLife Care International (WLCI), Nairobi (Kenya) *1999 – 2004*

- Commnunity development programs
- Wildlife conservation projects with Kenya Wildlife Service (KWS) and sponsors
- Assisted with setting up anti-poaching programs

  (before 1999 upon request)

Social media

- https://www.linkedin.com/in/eduarddeboer
- https://www.instagram.com/eduarddeboer

Publications

- Whitespark: How to get Google Calendar events in the search results (April, 2016)
- Whitespark: The NEW Google mobile friendly test tool (May, 2016)
- Whitespark: How To Set Special Opening Hours in Google My Business (December, 2018)
- Brightlocal: How GMB's 'Opening Soon' Feature Works in Practice: A Case Study (February, 2019