
 02/07/1992

 Female

 European category B

 Antwerp, Belgium

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# Marijn C. Hagens

Project Manager & Marketeer

## LANGUAGES

Dutch (Native)

English (C1 Level)

French (B2 level)

## INTERESTS

Skiing

Field Hockey

Sailing

Rowing

Yoga

DIY Creations

Exploring Food Hotspots

## EDUCATION

### Commercial Economics

2012 - 2017

University of Applied Sciences, Rotterdam

Minor: Turning Business Into Innovation

Thesis: **Hoe Pinkeye de Engels markt kan veroveren.** [How can Pinkeye conquer the English Market]

Hagens, M. (2017)

### BSc Business Administration

2010 - 2011

Erasmus University Rotterdam

### General Secondary Education

2004 - 2010

Koninklijk Atheneum Schilde

ASO | Economics | Modern Languages

## EXPERIENCES

### Project Manager RetailHub Phase 2

2019 - Present

After the success of 4 years Retailhub, the project was expanded to phase 2. In 2019 the next version of RetailHub was launched, named 'The Future of Shopping'. Building and leading a brand-new concept in a 5000m<sup>2</sup> space. This time expanding from a pure B2B concept and making it available for B2C also.

B2B: Including, but not limited to our knowledge center/lab, professional events, congress locations, co-working spaces, offices.

B2C: Development of a live retail lab in food, fashion, DIY and more where retailers and tech firms have a chance to test new concepts together on 2500 m<sup>2</sup>.

A blurring innovative consumer lab.

## **Project Manager Retailhub Phase 1**

2017 - 2019

RetailDetail, Antwerp

Retailhub is the largest retail knowledge and inspiration B2B center in the Benelux, 1250m<sup>2</sup> of innovation. A start-up that built 'The Customer Journey of the Future' in real life. This project was managed together with one other colleague. As a project manager my tasks include the communication with clients & partners, organizing events, managing technical applications, analysing data, marketing, managing the company's website as well as coordinating staff.

## **Graduation Internship**

2016 - 2017

Pinkeye Design Studio, Antwerp

As an intern I was assigned to do marketing research and writing a marketing plan for the company's introduction in the English market.

## **Marketing Internship**

2014

Vipmedia Publisher, Utrecht

My tasks at Vipmedia comprised the management of the online marketing, content creation & communication in WordPress, prospection & creation of partnerships, client management, devising & coordination of promotions and the organization of multiple events.

## **Layout & Organizational Manager**

2013 - 2014

Eurekaweek, Rotterdam

As a member of the fulltime voluntary commission at the Rotterdam Student Association 'Sanctus Laurentius' we acquired & administered a sponsored budget of €70.000 and organized the introduction week which attracted over 3500 students. My main responsibility also involved the layout of the promo material and the logo.

## **✎ SKILLS & TECHNOLOGIES**

### **IT**

Microsoft Office, Adobe InDesign, Adobe Photoshop, Mac OS X, MS Windows

## **🏆 MISCELLANEOUS**

### **Ringvaart Marathon Rowing**

Participant 2014

Completed the Ringvaart 100km rowing regatta with a team of 8 co-rowers.