



SUMMARY

As a highly experienced Marketing Manager with over 7 years of diverse iGaming experience in various departments, including CRM, Key Account Management, and Customer Success Management, I am skilled in devising and implementing comprehensive marketing campaigns to effectively promote each product. I excel in developing and refining product positioning and messaging, ensuring that the right message reaches the target audience. With a proven track record in leading successful product launches, I am adept at coordinating between product and marketing teams, fostering seamless communication and collaboration. Additionally, my expertise lies in monitoring and analyzing the performance of marketing campaigns across different iGaming markets, enabling data-driven decision-making and optimization.

LANGUAGES

Dutch: First Language		
English:	C2	German: A1
Proficient (C2)		Beginner (A1)

SKILLS

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| <ul style="list-style-type: none">• Key Account Management• Research and Due Diligence• Report Analysis• Customer Retention & Acquisition• Affiliate Management• Market analysis• Acquisition marketing• Marketing management | <ul style="list-style-type: none">• Leadership• Customer Relationship• CRM Software• Segmentation• Strategic Planning• Social Media Marketing• Product Marketing |
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EXPERIENCE

- CUSTOMER SUCCESS MANAGER**, 07/2023 - Current
IMG ARENA
- Develop and maintain strong relationships with assigned B2B customers, ensuring their satisfaction and success with our products/services
 - Serve as the dedicated point of contact, advocating for customers and providing proactive support and solutions to address their needs
 - Collaborate with cross-functional teams to drive customer success, identify growth opportunities, and facilitate upselling
 - Conduct regular business reviews to assess customer progress, gather feedback, and identify

areas for improvement

- Analyze customer usage patterns and data to identify trends and potential satisfaction issues, taking prompt actions to address them
- Train and onboard new customers, equipping them with the knowledge and resources to effectively utilize our products and achieve desired outcomes

VIP RETENTION LEAD / SENIOR KEY ACCOUNT MANAGER, 02/2022 - 07/2023

LiveScore Group

- Developing and implementing CRM strategies to enhance customer experience and loyalty
- Analyzing customer data to identify trends and improvement opportunities
- Conducting ongoing A/B testing for objective evaluation of CRM campaigns' effectiveness
- Managing CRM systems and technology for optimal functionality and integration
- Building strong customer relationships and delivering personalized interactions for increased satisfaction and retention
- Managed the onboarding process for new VIP clients, ensuring a seamless transition into their accounts.
- Developed and maintained strong relationships with VIP clients through regular meetings and follow-up calls.
- Conducted research and analysis to identify customer needs and preferences for product development.
- Collaborated with cross-functional teams such as engineering, sales, marketing, operations. to ensure successful implementation of projects.

KEY ACCOUNT MANAGER, 02/2022 - 10/2022

LiveScore Group

- Excellent communication skills for building and maintaining relationships with customers and stakeholders
- Deep understanding of customer needs and pain points to identify value-added services
- Strong analytical skills for analyzing customer data and trends to improve customer experience
- Proactive and solution-oriented mindset for anticipating and addressing customer needs
- Collaborative approach to working with internal teams for a seamless customer experience

DIGITAL ACCOUNT MANAGER FOR GOOGLE ADS BENELUX, 04/2021 - 03/2022

Teleperformance

- Proactive client management for building and maintaining strong relationships with 150 clients
- Strategic planning based on data analysis and industry best practices to achieve client goals
- High-quality service delivery through timely and effective campaign management
- Continuous performance improvement by monitoring and optimizing campaign performance
- Upselling and cross-selling opportunities to increase revenue and customer satisfaction
- Developed and implemented digital marketing strategies to increase customer engagement.

CRM CAMPAIGN SPECIALIST, 12/2019 - 06/2021

Betsson Group

- Expertise in CRM principles to develop and implement effective customer strategies
- Proficient in data analysis to drive actionable strategies and tactics for business growth
- Skilled in utilizing diverse CRM platforms and related tools to optimize customer experiences
- Effective project management and collaboration with cross-functional teams to achieve objectives
- Strong communication skills for building relationships, presenting findings, and gathering

valuable feedback

- Developed and implemented product launch plans for new products.

SUPERVISOR, 12/2018 - 12/2019

Betsson Group

- Directed and supervised a team of 15 employees in daily operations.
- Developed and implemented operational policies and procedures to ensure the efficiency and accuracy of workflows.
- Tracked progress on projects and provided timely feedback to staff members.
- Maintained accurate records of employee performance, attendance, leave requests, and disciplinary actions.

SENIOR CUSTOMER SERVICE ADVISOR, 04/2018 - 12/2018

Betsson Group

- Identified customer needs and recommended appropriate solutions.
- Maintained detailed records of customer interactions and transactions.
- Coordinated with other departments to resolve escalated issues or complaints from customers.
- Trained new staff members on company policies, procedures, and best practices related to customer service.

KEY ACCOUNT MANAGER & SALES, 07/2017 - 03/2018

Sony

BetssonreLiveScore

- Engaging with consumers during planned events and through general foot traffic at Sony Square and Mediaworld (Mediamarkt)
- Ensuring that all Sony products and services are merchandised according to plan and functioning properly
- Articulate knowledge of all things Sony offers in a way that turns visitors into loyal Sony Fans.
- Maintained a deep understanding of client products and services in order to effectively promote them.

**EDUCATION AND
TRAINING**

LOI, Leiden, The Netherlands
Marketing Communication

ROC Van Twente, Enschede, The Netherlands
MBO: Fashion & Marketing