Contact

roosrabenberg@gmail.com

www.linkedin.com/in/
roosrabenberg (LinkedIn)
www.yermana.com (Company)
github.com/roosbot (Portfolio)

Top Skills

Gegevensanalyse

Marketing

Customer Satisfaction

Languages

Dutch (Native or Bilingual)

Spanish (Limited Working)

English (Full Professional)

Certifications

Photography and Adobe Photoshop
and Illustrator training (40h) - 2015

Google Tag Manager Fundamentals

Microsoft Ads Accredited
Professional

SEMrush Certification for PPC
Specialists

Diploma de Español como lengua
extranjera (DELE) level A2 - 2011

Roos Rabenberg

Soon-to-be Data Analyst | Python, SQL & Tableau
Amsterdam-Noordwest, North Holland Province, Netherlands

Summary

From August 2020 onwards, I'm looking for a forward-thinking
company that contributes to real-world social problems where I can
accelerate data-driven growth. I'm an easy-going, adventurous and
hardworking data analyst and I'm specialized in the e-commerce
industry. During my time at Yellowgrape, I learned everything from
paid advertising to real-time dashboarding for large e-commerce
businesses. Moreover, during the Data Analytics bootcamp at
Ironhack, I quickly became familiar with Python, SQL and Tableau.
With my experience in both e-commerce and data, I hope to find a
challenging job in Amsterdam. Send me a message if you think we
are a match!

Experience

Yermana
Owner
October 2016 - Present (3 years 9 months)
Amsterdam Area, Netherlands

For yerba mate lovers all around the world

Follow us to discover yerba mate

➡# @yermanatea #yermana #yerbamate

Order online @ www.yermana.com

Yellowgrape
3 years

Data Consultant
August 2019 - January 2020 (6 months)
Amsterdam Area, Netherlands

• Optimizing e-commerce tracking (Google Analytics, Google Tag Manager)

• Visualizing (real-time) e-commerce data (Google Sheets, Klipfolio, Google
Data Studio, Tableau)

• Setting-up tracking for on-site personalization (Datatrics, Blueconic)

Product Owner Google Ads

August 2018 - July 2019 (1 year)
Amsterdam Area, Netherlands

• Specialized in paid advertising (Google Ads, Microsoft Ads)

• Automating dynamic advertisements (Search and shopping ads)

• Managing machine-learning algorithms (Adspert and Google bidding)

• Setting-up paid advertisement innovations (Google CSS program, Local Inventory Ads)

Campaign Manager
February 2018 - July 2018 (6 months)
Amsterdam Area, Netherlands

• Reporting and strategizing the latest developments with customers

• Setting-up, monitoring and optimizing affiliate campaigns (TradeTracker, Daisycon, Awin, SEMrush)

• Setting-up, monitoring and optimizing paid advertisements (Google Ads, Microsoft Ads)

• Setting-up, monitoring and optimizing product feed management (Channable, DataFeedWatch)

Jr. Campaign Manager
February 2017 - January 2018 (1 year)
Amsterdam Area, Netherlands

• Reporting and strategizing the latest developments with customers

• Assisting in setting-up, monitoring and optimizing affiliate campaigns (TradeTracker, Daisycon, Awin, SEMrush)

• Assisting in setting-up, monitoring and optimizing paid advertisements (Google Ads, Microsoft Ads)

• Assisting in setting-up, monitoring and optimizing product feed management (Channable, DataFeedWatch)

Rituals
1 year 1 month

Shop Employee
February 2016 - August 2016 (7 months)
Amsterdam Area, Netherlands

• Welcoming our guests at the Rituals store and the Urban City Spa

• Offering the ultimate Rituals Experience in-store

• Managing and arranging the shop's warehouse

Wendy van der Veen - Assistent Shopmanager Rituals Amsterdam
Utrechtsestraat:

"Roos is een harde werker die in oplossingen denkt. Zij kan goed zelfstandig werken en ziet verbeterpunten op de vloer en weet daar creatief op in te springen. Daarnaast zorgt zij ook voor een fijne werksfeer door haar vriendelijke persoonlijkheid."

Marketing & Event
August 2015 - January 2016 (6 months)
Amsterdam Area, Netherlands

• Setting-up and organizing local marketing activation toolkits for all Rituals stores in the Benelux
• Setting-up and finalizing collaborations with media partners for campaigns
• Checking the internal and external communications going to all Rituals customers in the Benelux
• Organizing the Benelux product launch that takes place twice every year. This full-day event was organized by me and two other colleagues for 100-120 shopmanagers from the Benelux.

Amari
Food & Beverage
September 2013 - January 2014 (5 months)
Bangkok Metropolitan Area, Thailand

• Working at 7 different food and beverage outlets in the Amari Watergate hotel located in Bangkok, Thailand.
• Taking responsibility for customer satisfaction, quality control and customer complaint handling.
• Participating in the daily food and beverage meeting to enhance communication throughout all food and beverage outlets.

The outlets in which I worked were the room service, an Italian-style lounge, an American restaurant, a Chinese restaurant, a Thai restaurant, banqueting and the executive floor for our VIP guests.

Albert Heijn
Cashier
December 2011 - January 2012 (2 months)
Koog aan de Zaan, North Holland Province, Netherlands

• Assisting customers in the in-store check-out process
• Collecting payment and giving appropriate change

Restaurant De Marken
Waitress
October 2009 - September 2011 (2 years)
Markenbinnen, North Holland Province, Netherlands

Education

Ironhack
Bootcamp, Data Analytics · (2020 - 2020)

University of Amsterdam
Master of Science (MSc), Business Administration (Marketing) · (2016 - 2017)

Hotel Management School Maastricht
Bachelor of Applied Science (BASc), Hospitality Management · (2012 - 2016)

Bertrand Russell College
HAVO, Economics & Society · (2006 - 2011)