



Chiel Versteeg

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 📅 16 aug. 1989
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 🌐 /in/chielversteeg

SKILLS

Adobe Creative Suite/Cloud	90%
Marketing Automation (Salesforce / Pardot / Hubspot / Ternair)	85%
Wordpress	85%
Google Analytics 360	90%
SEA & Display	80%
(Agile) Projectmanagement	80%

LANGUAGES



Dutch



English

CHARACTERISTICS

- Analytical
- Creative
- Communicative
- Results-driven
- Resolute

INTERESTS

- 🏈 Sports
- 📖 Reading
- 🎮 Gaming
- 🎧 Music/DJ
- ✈ Travel
- 🎬 Movies

ABOUT ME

introductions are in order

Hallo, I am Chiel Versteeg, Marketing Professional. am a (data)driven B2B marketing professional with a passion for online, without losing sight of offline channels. Customer experience and satisfaction are key to everything I do. I love working together with inspired marketers in making sure the developed strategies are executed to perfection

EXPERIENCE

jul. 2017 - present



Brand / Marketing Manager | Vakmedianet
 Verantwoordelijk voor de merken PW., Arbo & Flexmarkt. Customer Journey mapping, marketing automation, multichannel campagnes.

aug. 2016 - jun. 2017



Marketing Manager | Payper
 Responsible for the repositioning of the brand: logo, payoff, corporate identity (on- & offline). Designed the new, SEO-optimized corporate website, ran SEA campaigns. Implemented marketing automation (Salesforce / Pardot) and optimized the online customer journey optimization.

feb. 2016 - sep. 2016



Online Marketing Consultant | Node1
 Developed and implemented (online) marketing-strategies for clients. Responsible for several crossmedial and multichannel campaigns. Developed applications, websites and content. Delivered SEO and SEA services. (Agile) projectmanagement of website and app development. Notable clients were Klarna, TMG and Rabobank.

feb. 2014 - feb. 2016



Online Marketing Manager | Saint-Gobain
 Managed all online marketing channels for the Saint-Gobain Isover and Gyproc brands: websites, (SEO, SEA, content), e-mail marketing, social media and campaigns. Implemented new CRM-system

feb. 2013 - jan. 2014



UX Researcher | Rabobank
 Fellow founder of the 'Gamification Hub' within the Rabobank. Acted as researcher and advisor on the implementation of new interaction and designpatterns for several applications, the most important being the online mortgage application.

EDUCATION

2012 - 2015



MA- New Media & Digital Culture
 Masters studying new mediatechnologies and their application, using a multidisciplinary approach. Methods and perspectives from marketing, communication studies, political science, law, mediastudies and IT were used

2008 - 2012



BA - Language & Culture - New Media
 Multidisciplinary bachelor that lets students pick their own curriculum. Chosen course focus: new media and technology.