

Roy Selbach.

360° Digital Marketer & Web Innovator

With a global perspective

7+ years of experience

10-24-1989

www.royseibach.com

OVERVIEW

Professional experience:

- 7 years : All-round Digital Marketer
- 3 years : Social Media Specialist
- 2 years : Marketing Coordinator
- 2 years : Brand & Design Manager
- 2 years : Graphical Designer
- 1 year: Digital Transformation: Marketing Automation

Specific area of expertise:

- Digital Marketing
- Marketing & Communication
- Marketing Automation
- Graphical Design

Sectors of activity:

- Printing
- Press Retailing
- Education
- Aviation
- Advertising
- ICT
- Integrated Real Estate, Facility & Workplace Management
- Real Estate

IT Skills:

- Microsoft Office : Access, Excel, OneNote, Outlook, Powerpoint & Word
- Google Webtools : Adwords (certified), Analytics (certified), Webmaster, Search Console & Trends
- Marketing Automation : Marketo
- SEO : SEMrush, Keyword Planner
- Adobe Creative Cloud : Photoshop, Illustrator, InDesign & Premiere Pro
- Scripting : HTML, CSS, Javascript, jQuery & MySQL
- Social Media : Coosto, Hootsuite, Sprout, Buffer, Advertisement , ShortStack & Analytics
- Search Engine Optimization : Woorank & Moz
- Email : Clang & MailChimp
- Website Usability: VWO
- Content Management System : WordPress, Drupal & Joomla
- E-Commerce CMS : WooCommerce & Magento
- Customer Relationship Management : HubSpot CRM
- Collaborative tools : Slack, Trello, Asana, RedBooth & Google Docs
- Atlassian: JIRA, Confluence, Service Desk & Bamboo
- Marketing Automation: Marketo

Main Strengths:

- Pay-per-click (Paid Advertisements): e.g. Adwords, Facebook ads, Twitter Ads
- Social Media Strategy: e.g. Lead generation, Advertisement, KPI's, Webcare
- Content Management: SEO, Social Media, Email, Website
- Visual Marketing: Graphical Design, User-experience, Cognitive Psychology
- Marketing Automation: Smart Campaigns

Languages:

Dutch:	Native
English:	Full professional proficiency
French:	Elementary proficiency
German:	Elementary proficiency
Mandarin:	Elementary proficiency

Education:

- **Master of Science, Strategic Communication** – University of Antwerp, Belgium
Including Pre-Master Bridging Program
Google Online Marketing Audience Award
- **Professional Bachelor of Communication & Media Studies: Brand & Design Management** – Hanze University, the Netherlands
Propaedeutic in one year achieved
- **Minor Business Administration & Management: E-commerce, Marketing & Chinese Language** – Beijing Technology & Business University – China
Chinese performance scholarship
- **HAVO Senior General Secondary Education** – Etty Hillesum Lyceum, the Netherlands *Extra course Information Science*

Specific training:

- Pensioen platform : Sales & Customer Friendly Course
- Hanze University : Photographer Course
- Business University Nyenrode: Digital Strategy
- USOS: Masterclass Sustainable Energy
- Branding : Cognition & Perception
- Consumer Psychology
- Diverse Digital Marketing Courses : SEO, SEA, email & Analytics
- Diverse Social Media Courses: Marketing, Content, Advertisement, Lead Generation, Analytics, KPI & Lead Social Webcare

EXPERIENCE

Royal Creative – Groningen, the Netherlands
Owner / Freelance Marketing & Business Consultant

February 2012 – NOW

Multiple strategic digital marketing projects

Full service marketing- & communication service Royal Creative develops whole business concepts from scratch. This consists out of multiple developments, process guidance & consultancy. Some of clients:

- Cruise Alert
- Instituut Huid&Zo
- Drukwerkvergelijker.be
- Groningen Foto
- Antwerpen Avenue
- Drymond
- BF-Summit
- GYDE
- Da Giovanni
- ...

Approach & main achievements

- Perform account management of PPC campaigns on Adwords for a variety of clients • Deliver Google analytics reports / dashboards for all campaign-related metrics (KPI).
- Identify key areas of importance in accordance with established KPIs. Written in actionable takeaways in a comprehensible manner
- Create SEO friendly copy for business pages to support successful SEO efforts
- Commercial and strategic on- & offline graphic design for each business cause
- Deploy multiple 'out-of-the-box' offline & online marketing campaigns
- Provide numerous of outstanding and user-friendly website solutions
- Initiated new marketing procedures to sell products at optimal capacity

Technical environment & methodologies

- Wordpress & Magento
- Adobe Creative Cloud (all programs)
- FTP/MySQL
- HTML, CSS, jQuery and Javascript
- SEOmoz, Woorank
- Google Analytics, Adwords
- Hootsuite & Shortstack
- iOS, Android, Facebook developer
- Facebook Advertisement
- Adobe Creative: Illustrator, Photoshop, InDesign, Flash, Premiere Pro & After Effects

MCS Software & Advisory for Real Estate, Facility & Workplace Management – Antwerp, Belgium

April 2015 – October 2016

Digital Transformation – Marketing Automation

Setting up the full marketing automation platform from scratch

MCS is a technology and consulting firm, active in real estate, workplace and facility management. The company's integrated CAFM/IWMS software platform provides CRE and FM executives with the insights to impact building portfolio costs and performance. MCS operates globally, with offices in Europe, North America and India, and worldwide partnerships.

Approach & main achievements

- Responsible for all the Global Digital Marketing activities (Belgium, UK, France, Nordics, DACH, North America & India): Increase CTO with 450%
- Prime the Digital-Funnel pump with segmented Lead Generation (350% more leads)
- Integrating Marketing Automation synergies with SAP C4C CRM system
- Develop from scratch the full Marketing Automation processes of Marketo throughout the full buyers process
- Improving the collaboration and alignment between Sales & Marketing. (Developed & integrated Waterfall model).

Technical environment & methodologies

- Marketing Automation: Marketo
- C4C: SAP
- Atlassian Jira, Agile
- Google Docs, Google Sheets
- Hootsuite
- Google Analytics & Adwords

Printdeal.be (Vistaprint Group BV) – Antwerp, Belgium
Marketing Coordinator & Social Media Specialist

April 2015 – October 2016

Setting up the international marketing flow

Printdeal.be is the Belgian part of Drukwerkdeal.nl. Description summarized below.

Approach & main achievements

- Successfully coordinate all Belgian marketing activities to ensure a secure working environment for NL-BE.
- Coordinate & initiate multiple digital marketing campaigns (e.g. anniversary, monthly deals, customer loyalty, new prospects, exhibitions)
- Social Advertisement (Highest ROI 3600%), Blogs, Content, Apps, KPI, Strategy & more.

Technical environment & methodologies

- Agile Marketing (Getting Marketing Done) & Scrum
- Atlassian Jira, Agile

- Google Docs, Trello
- Zendesk, Manager & Task
- Hootsuite, Coosto, Shortstack, Instagress, Iconosquare, Sprout & Buffer
- Clang, MailChimp,
- Google Analytics & Adwords
- Clang & MailChimp
- Doubleclick

Drukwerkdeal.nl (Vistaprint Group BV) - Deventer, the Netherlands **March 2013 – September 2014**

All-round Digital Marketer

Full online marketing activities with a focus on lead generation, KPI's & ROI

Drukwerkdeal.nl is one of the fastest growing internet based companies in the Netherlands with a strong international ambition. They offer convenient, personal and tailor-made printing experiences at competitive prices.

Approach & main achievements

I had various widespread responsibilities such as (digital) marketing, creative marketing concepts, event management, customer loyalty, coordinate marketing activities, online- offline advertisement etc.

- Stay abreast of current social media tools and identify and interpret social media trends to continue to deliver on revenue, budget and customer acquisition.
- Develop and own sustained influencer outreach program with ongoing engagement & recognition campaigns
- Set-up, manage and constantly improving the loyalty program aimed on the perfect balance of customer relationship management
- Developed strategic narrative event, application & website usability concepts to land to drive the business forward. Worked cross-functionally to deliver that across all customer touchpoints.
- Manages, evaluate & activation of requested sponsorship events from beginning to end, ROI, brand exposure and awareness-driven.
- Writing blogs and articles, tailored to the customer's need
- Manage & coach the webcare team as a Team leader with Highest NPS score 88 and avg. response time 3 min.
- Executed creative social media campaigns, interpret trends to deliver on revenue, budget and acquisition. Achieved 94% Share of Voice in printing industry: 10000+ likes in B2B industry and over more than 5% of the total company conversion.

Technical environment & methodologies

- Agile Marketing (Getting Marketing Done) & Scrum
- Atlassian Jira, Agile

- Google Docs, Trello
- Zendesk, Manager & Task
- Hootsuite, Coosto, Shortstack, Instagress, Iconosquare, Sprout & Buffer
- Clang, MailChimp,
- Google Analytics & Adwords

Business University Nyenrode - Breukelen, the Netherlands September 2012 – February 2013

Digital Marketer

Social Media Awareness & Implementation

Nyenrode Business Universiteit, founded in 1946, is the only private university in the Netherlands. It builds on the motto 'for and by business'. And is considered as the most outstanding university of the Netherlands.

Approach & main achievements

- Website analysis & optimization for improving user experience
- Social Media Campaigns & Strategy
- In-depth strategy and hands-on executive plan for the removal of redundant LinkedIn Groups

Technical environment & methodologies

- Sprout Social, Buzzcapture, Tweetdeck

Advertising Agency RAM - Leek, the Netherlands

March 2012 – November 2012

Digital Marketer | Brand & Concept | Graphic Design

Creative & Innovative Marketing Concepts

Full service communication service: Reclamebureau RAM offer more than 13 years a perfect mix of effectiveness, quality and creativity with the customer friendly approach and the true feeling of 'around the corner'.

Approach & main achievements

- Performed market research and interacted with company teams in order to plan marketing strategies.
- Develop design components for external events (such as promotional material)
- Taken a hands-on approach to the conceptualization, development & execution of creative projects.
- Design, develop and maintain website including SEO, reporting and analytics
- Manage the flow of social media content going out via external social media platforms.

Additional clients:

- Rabobank
- RTV Noord
- Au Pair International

Technical environment & methodologies

- Google Analytics
- Wordpress
- Adobe Creative: Illustrator, Photoshop, InDesign, Flash, Premiere Pro & After Effects
- Social Media (Facebook, Twitter, LinkedIn, Snapchat, Pinterest, Instagram, Vkontakte, RenRen, Sina Weibo, QQ)

Malaysia Airlines - Kuala Lumpur, Malaysia
Digital Marketer / Brand & Concept / Graphic Design

February 2011 – September 2011

Crossmedia conversion/booking campaigns

Malaysia is recognized as one of Asia's leading airline at the World Travel Awards in 2011. The airline holds a lengthy record of service and best practices excellence, having received more than 100 awards in the last 10 year.

Approach & main achievements

- Design & concept special promotions, EDM, brochures, banners etc.
- Development & implementation of e-marketing initiatives i.e. website, online & social media
- Increased website performance and look-to-book ratio
- CRM / manage customer database for marketing strategy
- Assist in implementation of specialized tactical e-marketing (stand-alone/3rd party collaboration)
- Improved the website usability
- Created an application to create a crossmedia platform between the website and social platforms resulting in an improvement in booking rate.

Technical environment & methodologies

- Adobe Creative: Illustrator, Photoshop, InDesign, Flash, Premiere Pro & After Effects
- HTML, Actionscript CSS, jQuery and Javascript
- Google Analytics & Adwords
- Facebook developer kit

myNEWS.com - Kuala Lumpur, Malaysia
User experience & brand image optimizer

March 2011 – August 2011

Tailor a new corporate identity for business purposes

Bison Stores Sdn. Bhd. is the leader in Press Retail in Malaysia. They operate a chain of over 140 outlets under our trade-names myNEWS.com, Newsplus and MagBit.

Approach & main achievements

- Professionally coordinate design and produce high-quality marketing materials, incl. print and web ads.
- Responsible for accurate layout and formatting of web design within corporate standards
- Apply story development to digital designs to create storyboards that show the concept/design
- Collaborate across the group to raise standards of digital creativity
- Perform corporate website maintenance and updates.

Technical environment & methodologies

- Adobe Creative: Illustrator, Photoshop, InDesign, Flash, Premiere Pro & After Effects • Google Analytics

References

Company	Name	Professional relation	Phone or Email
Drukwerkdeal.nl (Vistaprint Group)	Marco Aarnink	Founder / Managed indirectly	0031 624894110
Beijing Technology & Business University	Zhenrong Zhu	Associate Professor, Director / Teacher	zhuzr@th.btbu.edu.cn
Malaysia Airlines	Josephine Liew	Senior Vice President / Managed directly	1 300 88 300, (603) 7846 3000
Probo.nl	Rene de Heij	General Manager / Managed indirectly	0031 652612357