
Work Experience

Nov 2021 - now **Alexandria Reader**

Co-creator and software developer

- Co-created open-source language learning app using React, TypeScript, NodeJS, Express, and deployed over Netlify and Heroku
- Production site, repos, and case study available at <https://tryalexandria.com/>

Aug 2017 - now **DCVD Solutions (The Hague, Netherlands)**

Freelance web developer and digital marketing analyst

- Recent clients in the financial services/pension industry include:
 - MN Services (2020-now): Designed, implemented and supported launch of new corporate and recruiting websites
 - ASN Impact Investors (2021-now): Implemented website changes, analyzed marketing campaign results
- Created a number of applications available at www.dotdana.com, including:
 - Contact manager: created with NodeJS, Express, JS, HTML/CSS
 - Book Reader: created with Ruby, Sinatra
 - Smart shopping app: created with React, Firebase

Jan 2015 - Jul 2017 **NN Investment Partners, Formerly ING Investment Management**

Head of Digital Marketing

- Worked closely with our IT squads to implement website optimization changes
- Designing, executing, analyzing, optimizing online multi-channel branding campaigns
- Oversaw fully integrated digital marketing strategy

Mar 2012 - Dec 2014 **AEGON N.V. (The Hague, Netherlands)**

Global Social Media Manager

- Active customer acquisition campaigns on social channels for highly regulated financial services
- Branding and marketing campaign development
- Advised executive board on social media/digital use within company

Mar 2009 - Jun 2011 **Special Networks Ltd (London, England)**

Online Community and Business Development Lead for PeerIndex and Viewsflow

- Responsible for vast majority of business-related activities for both products, including:
 - Monitor, analyze user usage data, collect and process feedback to development team
 - Training and pitching to new hires, customers, and business partners
 - Coordinate business activities with development team

Education Highlights

Queen's Smith School of Business (Kingston, Canada), B.Com degree

- Concentration in Finance; graduated with honours (top 20 percentile); entrance scholarship and various academic scholarships and awards

Additional Skills

Languages: Javascript, TypeScript, React, HTML/CSS, NodeJS/Express, Ruby

Other Languages: Native English and Mandarin Chinese, working knowledge of Dutch (B2)