
Work Experience

2018 - now Freelance Software Developer

- Work with Javascript and Ruby

2017 – now DC Solutions (The Hague, Netherlands)

Business Development Consultant

- Provide consulting services for financial services companies with marketing strategy and execution. A number of clients include:
 - Pension investment and executor for the metal worker industry: revamp of corporate website
 - Impact investment firm: website restructure and content refresh

2015 – 2017 NN Investment Partners, Formerly ING Investment Management (The Hague, Netherlands)

Head of Digital Marketing

- Leading a team of digital and content delivery specialists, deliver marketing/ business impact via digital channel and strategy development across various asset management business segments
- Oversee a fully integrated digital marketing strategy that encompasses all elements including eCRM, content marketing & marketing automation
- Responsible for designing, executing, analyzing and optimizing the online component of multi-year, multi-channel branding campaigns

2012 – 2014 AEGON N.V. (The Hague, Netherlands)

Global Social Media Manager

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

2009 – 2011 Special Networks Ltd (London, England)

Online Community and Business Development Lead

- Launched two online services, PeerIndex and Viewsflow
- Managed editorial teams of up to 10
- Responsible for vast majority of business-related activities for both products, including devising and executing content marketing program, engaging with influencers, pitching to investors and customers, employee training, liaison with commercial partners

Education Highlights

- Queen's School of Business (Kingston, Canada): B.Com degree, concentration in Finance