**JOHN SMITH**Marketing | Communication | Media

**PROFILE**

Street | House number  
Postal code, City  
  
Phone number  
  
Email address   
  
URL LinkedIn profile   
  
Date of birth



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**LANGUAGES**

**SKILLS**

**COMPETENCIES**

* Word
* Powerpoint
* Excel
* Photoshop
* English
* French
* German
* Communicative
* Responsible
* Analytical

**ACHIEVEMENTS**

* **Career Advice campaign**  
  Hays, Amsterdam

Designing and executing the Hays Career Advice campaign.

* **Closed large client deal**   
  Hays, Amsterdam

Managed to close a deal with company X.

* **60% traffic increase**  
  Hays, Amsterdam

An increase of 60% in traffic in the year 2023 compared to 2024

* **CV template**   
  Hays, Amsterdam

Created a new CV template that went viral globally.

* **Marketing Excellence**   
  Hays, Amsterdam

Excellent Marketing performed by Hays.

**WORK EXPERIENCE**

March 2018 –

Present

**Junior Brand Manager**  
Hays, Amsterdam

As a Junior Brand Manager, I supported the Marketing Manager on an operational basis with all the Marketing activities related to the brand Hays and I supervised the brand’s guidelines. I worked on expanding the brand, both on- and offline to help achieve the organization’s commercial goals.

May 2016 –

February 2018

September 2015 –

April 2016

**Marketing Project Coordinator**  
Hays, Amsterdam

A dynamic role in which I was responsible for leading the entire Marketing’s department in terms of Project Management. I was also responsible for designing and executing tactical Marketing plans, such as:  
• Campus recruitment;  
• Employer branding;  
• Marketing workshops.

**Junior Brand Marketeer**  
Hays, Amsterdam

As a Junior Brand Marketeer, I supported the Marketing Manager on an operational basis with all the Marketing activities related to the brand Hays and I supervised the brand’s guidelines. I worked on expanding the brand, both on- and offline to help achieve the organization’s commercial goals.

**EDUCATION & COURSES**

September 2011 –

June 2015

July 2015

**Creative Business**  
Hogeschool Utrecht, Utrecht

Developed a solid foundation in Marketing. Media, Culture and Business.

**SEO course**  
NCOI, Amsterdam

Followed a course to learn more about Search Engine Optimization (SEO).

**ACTIVITIES**

**REFERENCES**

**INTERESTS**

* Football coach
* Captain of football team
* Yoga Teacher
* Yoga Host
* Football
* Marketing
* Yoga