

CV 2022 | Albert Hartwig [6 May 1967]

Blokwetering 34, 4105 RG Culemborg, Netherlands

[@] albert@bravenewmedia.nl

[web] <http://www.bravenewmedia.nl>

[m] +31-6-43422654

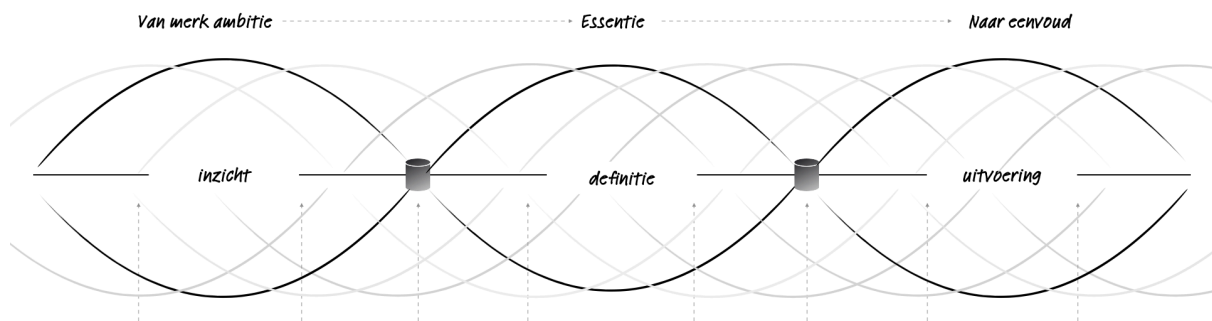
Dutch (native), English (written and verbal), German (verbal)



Creative Digital Strategist/Engagement Marketeer

Making strategy tangible

I strongly believe in a way of working where brand, consumer, creativity and technology are one. In everything I do I try to connect these, to have a full view and integrated approach. Design thinking; customer journey mapping, value proposition modeling is my way of working. I love to translate a complex problem to feasible and tangible solutions. Needless to say: I love technology, beautiful design and feasible projects. More than Interested in consumer behavior and -needs. Always human driven, value led and data conscious.



2022/07 - today: NLZIET - Sr. CRM Marketeer a.i

Setting up renewed CRM campaigns through the full funnel from activation to retention. Managing redesign of all CRM assets. Setting up CLV KPI's based on subscription value and interaction with the NLZIET app and streaming behavior.

2022/05 - today: Freelance/self employed engagement marketeer

Marketing plugin hybrid on CRM and engagement marketing strategy/tactics

Modeling brand ambition into effective customer programs based on customers desires, dreams and needs.

2017/09 - 2022/04: Springbok MA Den Bosch (former Adeptiv/Yourzine) - Sr. Creative Strategist - Customer Marketing

Responsible for translating strategy into tangible and pragmatical projects. Focus on data driven dialogue marketing. Clients amongst others: Klaverblad, JUMBO, Albert Heijn, HEMA, AEGON, Essent. Won pitches in 2018/2020: Harman, Klaverblad, KIA, Takeaway.com.

2015/06 – 2017/6: Philips Personal Care - Creative CRM manager Personal Care.

Responsible for CRM creative assets and content production. Managing creatives and agencies to meet objectives (UX, CX, DB reach, enrichment, consumer engagement).

2015/6 - 2015/6: Publicis/LBi - Freelance CRM strategist for pitch-project for international Coffee brand.

Responsible for description of CRM process, roadmap and concepts

2015/01 - 2015/04: Emakina Rotterdam - Process management a.i.

Setting up a feasible process and setting up the project management team to have a fluid and lean and mean digital marketing workflow for the Yves Rocher project.

2013/06 - 2014/10: Philips Personal Care - Global CRM manager a.i.

Managing projects for Philips Personal Care/Male Grooming. Objectives to have maximum customer value, database growth, engagement, product registrations. In close collaboration with all stakeholders within categories, channels and touch points. Communicate concepts and new programs with all key-markets.

2013/07 - 2014/02: Wageningen University - Digital Marketing manager a.i

Digital marketing and CRM strategy within a marketing database implementation project.

Objective: Maximise personal engagement with students, alumni and donors.

Deliverables: E-mail marketing implementation, contact strategies.

2013/03/15 - 2017/09: Farmmm.com - Owner: Digital (CRM) Marketing strategist and owner

Farmmm BV is my one man company. Digital Concepts, strategy and project management.

2011/03/01 - 2013/04/01: Yourzine Dialogue Marketing - Creative Strategist/Director, and board member

Concepts and digital-strategy for Gamma, **Unicef**, Essilor, Luxaflex, Albert Heijn, **Samsung**, HEMA, GAMMA and Efteling amongst others.

2009/07/21 - 2011/03/01: Yourzine Dialogue Marketing - Project Director and board member

Responsible for the project management process as well managing the project management team. Clients: Albert Heijn, **IKEA**, Anwb, HEMA, ASR, Luxaflex amongst others.

2007/03/01 - 2009/07/21 Brave New Media - Freelance Senior Project manage

Ogilvy Amsterdam (Nestle, Nutricia, NS), Steam Amsterdam (UMC Utrecht, NFU, Ikea, ABN Amro), TBWA/Agency.com (T-Mobile), Studio Dumbar (Essent, Nutricia, Allsecure), Tribal DDB (Philips).

2000/11/01 - 2007/01/03 Conamus/Buma Culture - Manager New Media

Responsible for e-mail marketing, online marketing en CRM management for international events like Noorderslag Seminar, Amsterdam Dance Event and National Musicians Day. Responsible for the DutchSound.nl country stand at Popkomm (Keulen en Berlin) and Midem (Cannes).

1999/01/01 - 2000/11/01 Soundbox - Freelance web design

For NOB interactive/Bright Alley, 2MB and Red Pepper.

Training:

2022 - Business Analytics training Growth Tribe

2016 - Design Thinking Workshop facilitating training - Design Thinkers Academy Amsterdam

2015 - Consumer Journey Mapping - Design Thinkers Academy Amsterdam

2013 - Masterclass portrait photography by Hellen van Meene.

2012 - IKEA Brand days (3-day internal training).

2011 - Leaderships training at Schouten & Nelissen.

2007 - PmBok Professional Project Management at Tribal/DDB .

2004/2005 - Project management at Open University.

1979/1985 - Secondary school: Atheneum

Diverse Before 2000:

2001 - 2007 Editor in chief, dutchsound.nl, online platform for music from Holland.

2002 - 2007 Label manager UNSOUND,

2000 - 2006 Jury Dutch Pop music awards,

1999 - 2006 Editor Musicians day,

1999 - 2006 Member of the board FNV Art association,

1985 - 1999 Producer/Sound-engineer at renowned recording studio's for international artists

(Wisseloord Studio's Hilversum, Stu Stu Studio's. Studio DownUnder, Rosegarden Studio's. Arnold Muhren Studio's).

1992 - 1997 Editor MIDI Magazine/Interface

1985 - 1987 Sound-engineer NOS/NOB television, Hilversum.