

Pieter Hogenbirk

Digital Marketing Manager

Advertising, SEO, e-mail, data & analytics



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Experience

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Ansell

Digital Analytics & SEO Manager

December 2022 - April 2023 (5 months) | Brussels, Brussels-Capital Region, Belgium

In this global position I was responsible for facilitating customer and competitor insights, for e-commerce and marketplace intelligence, for social media engagement tracking and for providing CMP insights. Ansell's most important and powerful digital asset is their global website, spread across 44 countries and 24 languages. I ensured continuous marketing intelligence data collection for Ansell globally across their three different business units, through integrated, easy-to-use, and always-ready-to-use Looker Studio dashboards. In addition, I was responsible for full-scope site architecture improvements, on-page content enrichment and performance monitoring for the search engines. During my time at Ansell, I took the lead in preparing for the final transition from Universal Analytics to GA4. Creating similar GA4 tags for the already existing UA tags (about 200) was a major focus. I also co-created a plan on data warehousing for the second half of 2023, which was needed in the context of the GA4 transition. I was also very involved in implementing a global cookie solution in collaboration with the agency BluPrintX through the use of OneTrust, which made Ansell's websites GDPR compliant and now also meets US equivalent standards.

For Ansell I have worked a lot with tools such as Google Tag Manager, Google Data / Looker Studio, SuperMetrics, Google Analytics, Semrush, Meta for Business, LinkedIn Ads, Google Ads, OneTrust, Google Marketing Platform, Marketo, Hotjar, Google Search Console and Welcome Software.



Leo Chapman · 1st

Copywriter at Ansell

April 3, 2023, Leo worked with Pieter on the same team

I had the pleasure of working with Pieter as part of the Digital Innovation team at Ansell, where he occupied a fixed-term role as a consulting specialist in the field of digital analytics and SEO. Temporarily replacing two members of our small team, Pieter quickly established himself as an esteemed and highly sought-after resource, both within our team and the wider company. He is a true subject matter expert and strategic thinker, offering highly valuable insights into the world of analytics, SEO and digital marketing as a whole. Pieter took the lead in the migration from Universal Analytics to GA4. He also contributed to various projects during his tenure at Ansell, advising internal stakeholders on best practices when developing optimised content for search and delivering the analytics and raw material needed to execute this successfully. I would wholeheartedly recommend Pieter for any future opportunities in this field.

Valtech

SEA & Social Specialist

November 2022 - March 2023 (5 months) | Utrecht, Utrecht, Netherlands

For the agency Valtech I worked as an advertising specialist in an international environment for three of their clients: Fellowmind, Philips and ASML. I spent three-quarters of my time on ASML, which I helped create brand awareness and recruit the best employees in engineering through global Google Ads efforts. This with the aim of eventually growing from 17,000 to 30,000 workers. From Valtech, together with two colleagues, I was responsible for all paid Google channels of ASML: Search, Display, Video and Discovery. I also mostly worked with the agency Merkle, who provided the creatives and social media ads. Daily activities I initiated were setting up experiments, excluding irrelevant search terms, and pausing underperforming audiences, locations, and keywords. In addition, I initiated new ads and bidding strategies and was responsible for a piece of media planning and budgeting. In addition, I frequently reported to the marketing representatives of ASML through recurring meetings. I did similar work for Philips and Fellowmind, the latter of which I also took on LinkedIn advertising in addition to SEA. The goal there was lead generation by means of a three-month campaign in which I, as the main responsible, successfully succeeded in achieving pre-defined targets.

For my work I made frequent use of the following tools: Adobe Analytics, Google Ads, LinkedIn Ads, Google Data / Looker Studio and Jira.



Wayne Gommans · 1st

Projectmanager bij Valtech

March 24, 2023, Wayne managed Pieter directly

Pieter joined our team to assist us with running and optimizing a sustainability advertising campaign on social media and Google Ads' for one of our clients. During the project he took the lead in this and we were very happy with the overall results, and so was our client. The campaign ended with the final presentation presented by Pieter to a big group of digital experts on client side. Would definitely recommend him for future help.



Tamica Carty · 1st

Digital Marketer | Social Media Manager | Creative Marketer

February 6, 2023, Tamica worked with Pieter on the same team

Working with Pieter has been a pleasure, he is always so kind, calm and willing to help with anything. He took the time to teach and mentor me, of which he was very good at. His knowledge of SEA and SEO is extensive and he would be an asset to any team. It was a pleasure working with you Pieter, all the best!

IVC Evidensia

Digital Marketeer Manager interim

October 2022 - December 2022 (3 months) | Vleuten, Utrecht, Netherlands

Worked as a marketing manager in the field of SEM, analytics and data on an interim basis. I did this for the more than 300 clinics that are affiliated with IVC Evidensia, but also for the other business units, such as Evidensia Dierenziekenhuizen, Dierenuitvaartzorg Nederland, Petlook, Dier En Zorg Gids, Dier en Zorg Plan and Petlook. I initiated and strategically led

various projects, to which I also contributed hands-on. The main activity involved getting insight into the Google Analytics data of 300+ websites in a clear way in a new Looker Studio environment, for which I tagged a lot of websites correctly. I was also responsible for setting up cross-domain tracking in conjunction with internal booking systems for the veterinary clinics and hospitals. I also optimized a lot of Google Ads accounts, and made Google Analytics accounts future-proof by placing GA4 properties next to the UA properties. For all this, I regularly worked with various agencies and with the internal marketing team.

I have utilized multiple tools and software such as Google Tag Manager, Google Analytics, Google Data Studio / Looker Studio, Google Ads, Semrush, Ahrefs, Google Search Console, Max Locations and Google My Business.

Landal GreenParks

SEA Manager interim

March 2022 - September 2022 (7 months) | The Hague, North Holland, Netherlands

At Landal GreenParks I fulfilled a managerial role on behalf of Reprise Digital as a freelance SEA specialist. A big focus was on reporting automation of the Google Ads results and I also carried out a number of large-scale tests. In addition, I have automated a lot via bGenius for optimizing RSAs. I worked for the Dutch, Belgian, German, French, Austrian and Danish market, where Landal GreenParks is active. I also worked for a number of Landal sub-brands, such as Landal Campings, Landal Ski Life and Het Hof van Saksen.

During my work I used tools such as Google Ads, Excel, Tableau, bGenius, Google Search Console and Google Tag Manager.

Milieu Service Nederland

Online Marketing Specialist

March 2022 - August 2022 (7 months) | Diemen, North Holland, Netherlands

In the field of SEA and social advertising advice given and optimizations carried out for the labels Milieu Service Nederland, Paridon, Puincontainershop.nl and Bedrijfsafval.nl (all falling under Milieu Service Group). For example, I have achieved an increase in the number of leads by, among other things, reviewing the allocation of budgets for the campaigns of Facebook, Instagram, LinkedIn, Google Ads and Microsoft Ads. I also made the search campaigns 'future proof' by fully focusing on RSAs and by providing them with relevant input. In the field of social ads, I initiated the construction of a funnel strategy, which I also built from the ground up. Among other things, I fabricated the content for this, in the form of images and videos, myself. In the first month of going live, my funnel received four times as many leads as on average all Facebook ads previously achieved with the same total budget. By means of optimizations, I improved this in the following months. In addition to this, I also mapped out some CRO improvements, which were effectively used for a new, replacement website of Milieu Service Nederland.

During this assignment I used the following tools: Google Ads, Google Analytics, Meta Ads, Adobe Photoshop, Adobe Illustrator & Conversation24.

Audax

Digital Marketeer interim

March 2022 - June 2022 (4 months) | Amsterdam, North Holland, Netherlands

As interim marketing project manager I was responsible for all paid digital channels (social, search, display and DOOH), email and CRM marketing for all four retail labels of Audax: AKO, Bruna, ReadShop and BookSpot. Here I had a leading role in which I had a lot of interaction with different agencies, commercial relations and with others in the marketing and e-commerce team of Audax. I was primarily responsible for creating reach and awareness to better put the labels on the map in the Netherlands and Belgium. In addition, I took care of the social content that fits the retail campaigns, I kept a close eye on whether the paid media generated the desired conversions and traffic and I developed omnichannel targeting strategies with the aim of further expanding the fan base of the labels. That included a lot of marketing automation, and setting up flows. In addition to increasing the awareness of the Audax retail brands, the objectives of Audax's commercial relationships were also part of my work, such as those of Apple, the Staatsloterij, SumUp, Hallmark and HP.

I have been extensively involved in advertising, analytics, A/B testing, segmentation, personalization and CRM, and have worked with tools such as Sage + Archer, Facebook Business Manager, Google Ads, Google Analytics, Clang, TradeTracker, Slack, Trello and OnlyPult.

Montblanc

SEA Manager & Data Specialist interim

August 2021 - March 2022 (8 months) | Hamburg, Germany

As an interim I analyzed, optimized and coordinated all Google Ads and Bing accounts of Montblanc and I was responsible for an advertising budget of 5 to 6 tons per month. In addition, I challenged the various agencies that Montblanc worked with in the more than 70 countries where the luxury brand is active. In the last 3 months I was mainly involved in building and optimizing Google Data Studio dashboard. I worked for all markets where Montblanc operates: from South America, to Europe, Australia and Asia.

Montblanc is a luxury goods company specializing in writing instruments, watches and accessories. Montblanc has more than 2500 boutiques worldwide.



Piero Milione · 1st

"Full-stack" Digital Expert with focus on eCommerce, Performance Marketing & Business Intelligence.
November 11, 2021, Piero was Pieter's client

I really enjoyed working with Pieter, his expertise in both SEA and SEO really helped us keep the performance up during a transition phase.

His flexibility has also been crucial, allowing us to switch from one topic to another in very little time. Pieter is always positive and always ready to test new things.

It was a pleasure working with him and I would definitely recommend him!

ChannelEngine

Performance Marketeer interim

November 2021 - February 2022 (4 months) | Leiden, South Holland, The Netherlands

I was deployed as an interim to enable revenue growth, internationalization and a rapid increase in scale of the ChannelEngine SaaS solution. As a performance marketer, I was the owner of the SEA, SEO and social media strategy. I reported to and communicated with internal stakeholders on a weekly basis, and also challenged the agencies that ChannelEngine works with. I gained insights by identifying relevant trends and making proactive recommendations for organic performance, algorithm changes and other competitive activities, which I presented in an extensive competitor document. I checked the Google Ads and social media accounts weekly and I did various deepdives and keyword analyses with the aim of increasing the number of leads. I have also drawn up a guide on paid advertising to provide insight into ChannelEngine's advertising campaigns for new employees. I also created analysis documents to create an up-to-date understanding of the SEO state in the areas of technical SEO, on-page/content optimization, inbound-linking and authority development.

Worked with tools, sites and programs such as Google Ads, Google Analytics, Facebook, LinkedIn, Screaming Frog, PageSpeed Insights, Übersuggest, Semrush, Slack and Wikibusiness.

UpWeGrow.io

Paid & Marketplaces Expert

October 2021 - February 2022 (5 months) | Bilthoven, Utrecht, The Netherlands

UpWeGrow allows e-commerce companies to grow. As a freelancer I do this at UpWeGrow by advising on the approach and design of the marketplaces, by scouting brands and by using the paid channels. In addition, I provide UpWeGrow with CRO advice.

TotalEnergies

SEO & SEA Specialist

October 2021 - February 2022 (5 months) | Brussels, Brussels-Capital Region, Belgium

In preparation for the rebranding of the Belgian 'Lampiris' to 'TotalEnergies', I was commissioned by Duke & Grace to map the content for the then not yet existing website www.TotalEnergies.be (went live in February 2022) and also advised in the field of SEA. I did the content mapping based on a Google Analytics crawl of the already existing (old) web pages and blogs of www.Lampiris.be, an already drawn up sitemap for the new website, and an extensive keyword research (including figures regarding search volume potential) that had already been carried out by Duke & Grace. When mapping the content, I mapped and clustered existing content based on content, performance, and potential. I also gave advice regarding merging, rewriting and redirecting pages and also for writing new pages for content gaps I identified. For the new Belgian Google Ads account of TotalEnergies, I made an advisory report regarding the set-up, where I also learned lessons from the old Lampiris account that I had access to. This advice consisted of findings and tips at the account,

campaign and advertising level. I provided insights and output in English, as I was in an international business environment.

DPG Media Netherlands

Marketeer freelance

March 2021 - January 2022 (11 months) | Amsterdam, North Holland, Netherlands

Assisted in setting up, fine-tuning and improving initiatives for which users log in. DPG can build up profiles of real users across all its brands. I used APIs, implemented feeds and set up widgets like the ReisWijzer, PrikWijzer and BoosterWijzer. In addition, I have carried out some editorial tasks. All this with the main goal of achieving more logins on the DPG Media sites, so that users are better tracked and the advertising relevance is optimized.

DPG Media is the largest media house in the Netherlands. For decades, the media has been visiting millions of Dutch households on a daily basis. With brands that offer both readers and advertisers a wonderful platform, such as the AD, AutoWeek, BN DeStem, Donald Duck, De Gelderlander, Trouw, Independer, Libelle, Margriet, Nationale Vacaturebank, NU.nl, de Ondernemer, Het Parool, Reclamefolder.nl, Startpagina, De Stentor, Story, Tweakers, Veronica Superguide, de Volkskrant and vtwonen/vtdéco.

Hanzestrohm

Content Marketing Specialist

June 2021 - December 2021 (7 months) | Zwolle, Overijssel, Netherlands

I took care of the development and execution of on- and offline marketing and communication projects and campaigns for subsidiary Hemmink. For Hemmink I have developed various activities for brand building, advised in the field of sales and product development with regard to marketing communication and shared advice regarding the creation of the marketing strategy for the business units of Hemmink. I also created content myself: visual, audial, and textual. I have also advised and actively contributed in the field of SEO, SEA and e-mail marketing.

Frequently working with tools, sites and programs such as Asana, DotDigital, Salesforce Marketing Cloud, WordPress, Adobe Photoshop, Typeform, Google Ads, Facebook, LinkedIn, SoundCloud and PineCast.

Greymen&Co

Online Marketeer interim

July 2021 - August 2021 (2 months) | Amsterdam, North Holland, Netherlands

Google Ads and social media campaigns managed for the following companies: Schiphol Travel International, Bizzomate, Meet in Netherlands, Stichting Metakids, TFH Holland Group, 123kast.nl, Avola, Fetch Mobility, Stichting Kiem, Fetch Car Sharing, TopMondzorg and FNV Horecabond.

dentsu international

SEA Manager freelance

July 2021 - August 2021 (2 months) | Amsterdam, North Holland, Netherlands

On a freelance basis I analyzed the Google Ads accounts, optimized for Darphin, Origins, Clinique, ELCE, Estée Lauder, M.A.C., Intergamma/ GAMMA Belgium, Karwei, Megagrouptrade, Bevo, Bosta, Jo Malone, Aveda, Bobbi Brown, La Mer and Smashbox.

NCOI Groep

Digital Marketeer interim

May 2021 - August 2021 (4 months) | Hilversum, North Holland, Netherlands

On a freelance basis for the labels Computrain, Opleidingen.nl and Concept engaged in Display, Social, SEO, SEA, LinkedIn and Facebook advertising.

For Computrain:

- Ad spend reduced;
- ROAS increased;
- Significantly increased ad Quality Score;
- DoubleTrader hooked up and affiliate marketing implemented;
- Templates made for social media expressions.

For Opleidingen.nl

- Deep dive into the data to discover new opportunities in advertisements;
- Based on the data, the quality of the advertisements increased;
- Increased the ROAS of the advertisements;
- SEO optimization opportunities mapped out.

For Concept Publishing Group:

- Analyzing the opportunities in the field of Online Marketing that Concept Uitefgroep should focus on and based on that wrote a marketing plan to better sell the products to the target group.

24Trains.tv

Online Marketeer freelance

April 2022 - present | Hilversum, North Holland, Netherlands

For this platform for train enthusiasts I have set up various Google Ads search campaigns for different markets, such as for the Netherlands, Belgium, Germany, Austria, the US, the UK, Australia, New Zealand and Canada. Beforehand, I set the conversion measurement and goals correctly by means of the Google Tag Manager and the implementation of GA4. In addition, I have mapped out various SEO opportunities and implemented optimizations, as well as advised in the field of content and video advertising. A large report that I delivered on request answered the question where most potential train enthusiasts can be found worldwide. In it I have explained per channel and source what the online behavior of various categories of train enthusiasts is.

For 24Trains.tv I make frequent use of Google Ads, Google Analytics, Google Tag Manager, Google Trends, Facebook, Reddit and various SEO tools.

Veerman Juwelen

Online Marketeer freelance

September 2021 - present | Huizen, North Holland, Netherlands

As team lead taking the lead in SEA, SEO, CRO and social media marketing and email marketing. I switch a lot with two internal (marketing) employees of Veerman Juwelen, to keep them permanently on new ideas and 'in the loop'. In order to get a lot done in a short time, I also enlist the help of other freelance marketers, whom I also manage.

In the beginning I set up Google Ads and Bing Ads campaigns from the ground up and I am still monitoring and adjusting them monthly. In addition, I constantly bring new points of attention in the SEO field, based on analyses that I make to discover new possibilities. SEO optimizations take place both technically and in the areas of content and link building. E-mail marketing is in its infancy, various flows and plans devised for this, is planned.

Hellorider

Lead Marketeer freelance

June 2021 - present | Amsterdam, North Holland, Netherlands

On a freelance basis I take lead marketing to a higher level through the use and optimization of Google Ads, Facebook and LinkedIn, and by drawing up advice in the CRO field. In the first two months, the number of leads tripled and almost quadrupled, as the goal was to double. I work a lot with Hubspot, Google Ads, Google Analytics, Facebook and LinkedIn.



Maarten Koornstra · 1st

Head of Growth & Strategy

September 3, 2021, Pieter was Maarten's client

Great expert and delivers good results

Sales Marketing Coach BV

June 2017 - August 2021 (4 years and 3 months)

Google Ads Specialist / Online Marketeer freelance

December 2019 - August 2021 (1 year and 9 months) | Huizen, North Holland, Netherlands

I worked for various clients to use my different passions:

- advertising (Google Ads, Bing Ads, Google Shopping, Facebook & Instagram);
- analytics (Google Analytics, Google Tag Manager & Google Data Studio);
- marketplaces aggregation (Channable, Effectconnect & ChannelEngine);
- e-mail marketing (MailChimp, CanopyDeploy/Clang, Spotler/MailPlus, SalesforceMarketingCloud & Copernica);
- search engine optimization (Verbolia, Google Search Console);
- affiliate marketing (Daisycon);
- design (Adobe Photoshop, Adobe Illustrator & Adobe InDesign);

-video creation (Sony Vegas & Adobe Premiere Pro);
-website & webshop management (WordPress, WooCommerce & PrestaShop);
blogwriting.

I worked in this freelance position for the same clients as in the payroll position listed below at Sales Marketing Coach.

Google Ads Specialist / Online Marketeer payroll

June 2017 - December 2019 (2 years and 7 months) Huizen, Noord-Holland, The Netherlands

Clients for which I optimized Google Ads accounts: Teeuwissen Rioolreiniging, LightBrands, BagsXL, House of Brands, Packling, NBC Congresscentrum, ERIKS, Siroopwafelfabriek, Experience Events, Schaduwoekplaza, Nieuwenhuis, Equalizer, Spullenvoorkrullen.nl, BrandPlaza, Rebel's Begrafenisonderneming, MIND Personal Training, etc.

I also helped with creating content for and co-organizing events of the SalesMarketingGroup.

I was working in this salaried position in the same fields and with the same toolings as in the above-mentioned freelance position at Sales Marketing Coach.

BVA Auctions

Online Marketeer interim

January 2021 - May 2021 (5 months) | Amersfoort, Utrecht, Netherlands

Carried out the online marketing activities of sister companies BOG-Auctions and NationaleVastgoedveiling 32 hours a week on a freelance basis and also supported in the SEO activities of BVA Auctions, as part of a project team.

Worked with tools like Clang, Verbolia, Google Ads, Coosto, Facebook Ads and LinkedIn Ads.

Dutch Chamber of Commerce

Online Marketeer freelance / part-time

January 2019 - December 2020 (2 years) | Amsterdam, North Holland, Netherlands

For the Chamber of Commerce I was active on project nlgroeit and I supported the Google Ads campaigns around the various events 'growth content' and 'mentoring'. I also helped with the social campaigns on Facebook and LinkedIn.

Schaduwoekplaza

Online marketeer e-commerce interim

March 2020 - September 2020 (7 months) | Huizen, North Holland, Netherlands

Creating and maintaining the advertising campaigns for this webshop in Google Ads, Google Shopping and Bing Ads. Also managing the Channable feeds for Bol.com, Amazon, Blokker, vtwomen, Leen Bakker, VidaXL, Google Ads and Beslist. Also setting up composite analytics reports that are connected to the various marketplaces, and automating reporting in them. In addition, boosting sales by creating and optimizing mailings and mail flows and applying

SEO. Worked in a project group with tools such as Google Ads, Bing Ads, Google Data Studio, Google Analytics, Google Tag Manager, MailChimp, CanopyDeploy, EffectConnect, Channable and Facebook Ads.

SPULLENVOORKRULLEN.NL

Online marketing freelance

February 2016 - July 2019 (3 years and 6 months) | Huizen, North Holland, Netherlands

Assisted in setting up this webshop. Started writing SEO texts, designing the website (using HTML, CSS and JavaScript) and producing video content. Then switched to creating and maintaining the advertising campaigns for this webshop in Google Ads, Google Shopping, Bing Ads and Facebook Ads. Also some Channable feeds for Bol.com, VidaXL, Google Ads, Beslist, Facebook, Pinterest and Daisycon set up and optimized. In addition, sales boosted by compiling and optimizing newsletters and e-mail flows in MailChimp.

Thamars Kaas

Online marketing freelance

January 2017 - July 2018 (1 year 7 months) Huizen, Noord-Holland, The Netherlands

Assisting with online marketing and sales approach. Worked with WordPress, Adobe InDesign, Adobe Illustrator, Adobe Photoshop, FourSquare, Facebook, Google Ads and Bing Ads.

Gemeente Stichtse Vecht

Junior Communication Advisor

April 2018 - June 2018 (3 months) | Maarssen, Utrecht, The Netherlands

Following the merger of several municipalities, the new municipality of Stichtse Vecht helped to map out its identity as an employer and to express it in a clear, coherent corporate story. This corporate story could then be drawn on when developing activities and products aimed at (potential) personnel, such as in vacancy texts, in presentations, in expressions via social media, on the website, at trade fairs, and so on. I drew up the corporate story in the absence of a clear identity before, and I did that by interviewing various employees and residents of the municipality, and by reading various vision documents.

carann.nu

Marketer

May 2015 - June 2017 (2 years and 2 months) | Amsterdam, North Holland, Netherlands

Assisting in the strategic elaboration of marketing campaigns in which both online and offline channels were used. In addition, he has also been extensively executive in the field of email marketing, analytics, DTP work, video production and website management. Thorough use of programs such as Adobe Illustrator, Adobe InDesign, Adobe Photoshop and Vegas Pro, but also tools such as MailChimp, Google Analytics and Blockwise. Websites and mails taught with code languages such as HTML, CSS and JavaScript. Worked for the clients Dopper, HMC (Hout- en Meubileringscollege), Donkervoort, Teeuwissen Rioolreiniging, Maxima Seafood,

Preall, SV Huizen, Supermaroc Versmarkt, FoonBag, Falkland Islands and the Rehobotschool Huizen.