



05/11/1994 · Tilburg, NL
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Floris Meulenstein

A passionate and dedicated venture builder consisting of diverse skill sets ranging from the ability to; detect consumer problems, pinpoint market gaps and find the key benefits of a proposition. After developing an MVP that customers love, I use data-driven marketing techniques to find the target audience and scale a customer base.

Website

www.florismeulenstein.com

Interests

Field of interest

- Startups & scale-ups
- Growth hacking
- Corporate innovation
- Customer development

Employment history

Growth Marketer at Bundl

December 2022 — October 2023

- Formulating and launching an MVP for a corporation in hygiene product
- Quickly assessing hypotheses and iterating on the MVP to find product/market-fit
- Validating the desirability of new corporate ventures for an international bank
- Tracking the data of a progressive web app (PWA) for a pharmaceutical company
- Data-driven recruitment to find high-potential candidates for large organisations

Product Developer at Gritd

December 2021 — December 2022

- Attracting and retaining customers (such as investors, business developers, programme managers, etc.) for startup development training courses
- Commercialising a reporting tool that allows customers to track the growth of startups
- Automating the onboarding flow for the startup development training courses
- Co-hosting accelerator programmes for entrepreneurs at multiple universities

Venture Builder at DSG Ventures

December 2019 — December 2021

- Helping the board of directors in creating a 5-year strategy plan for its ventures department
- Building a new corporate venture from scratch while writing an intrapreneurial thesis
- Providing hands-on customer development and marketing support (such as doing customer interviews, building online marketing campaigns, etc.)
- Fine-tuning acquisition and retention for a mobile app
- Doing full-funnel data analysis
- Automating marketing en sales processes
- Building business cases

Online Marketer at Planjeuitje.nl

July 2019 — December 2019

- Working on a growth strategy
- Defining and setting up online marketing experiments
- Publishing content together with the copywriter

Internships

Intern Startup Development at BW Ventures

January 2019 — June 2019

- Participating in growth hacking workshops at an agency
- Assisting on an innovation project at a large corporation
- Helping startups grow in the pre-accelerator and accelerator programme

Education

Bachelor of Science (BSc) in Marketing Management, Digital Business Concepts, Fontys University of Applied Sciences

2015 — 2021

Foundation year in Business Administration, Management, Economics & Law, Avans University of Applied Sciences

2014 — 2015

Vocational college in Accountancy, Summa College

2011 — 2014

Certifications

Conversion Rate Optimisation Course at Growth Tribe

2023

Design Thinking Course at Growth Tribe

2022

Growth Hacking Crash Course at The Talent Institute

2021

Skills

Lean Startup

HubSpot

SEO

Social Advertising

Google Analytics

Financial Modeling

Zapier

Growth Hacking

Wordpress

SEA

Email Marketing

Google Tag Manager

Adobe Illustrator

Microsoft Excel

Languages

 **Dutch** Native speaker

 **English** Very good command