



# FLORIS MEULENSTEEN

## PROFILE

**A passionate and dedicated growth marketer 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.**

### Skills

- ◆ Lean Startup
- ◆ Wordpress
- ◆ Social Advertising
- ◆ Google Tag Manager
- ◆ Financial Modeling
- ◆ CRO
- ◆ SEO
- ◆ Email Marketing
- ◆ Adobe Illustrator
- ◆ Microsoft Excel
- ◆ HubSpot
- ◆ SEA
- ◆ Google Analytics
- ◆ Adobe InDesign
- ◆ Zapier

## WEBSITE

[www.florismeulenstein.com](http://www.florismeulenstein.com)

## INTEREST

### Field of interest

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

## EMPLOYMENT HISTORY

### Growth Marketer at Millstone

October 2023 – Present

- Helping startups with growing their customer base through growth marketing
- Validating new business models using the customer development process
- Developing a six-phase maturity model

### 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 – November 2022

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

### Venture Builder at DSG

January 2020 – 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
- Fine-tuning acquisition and retention for a mobile app
- Providing hands-on customer development and marketing support (such as doing customer interviews, building online marketing campaigns, etc.)
- Doing full-funnel data analysis
- Automating marketing en sales processes
- Creating comprehensive business cases

### Online Marketer at Planjeuitje.nl

June 2019 – December 2019

- Defining and setting up online marketing experiments
- Publishing content together with the copywriter

## INTERNSHIPS

### Intern Startup Development at BW Ventures

January 2019 – July 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

## LANGUAGES

○ Dutch  
Native speaker

◐ English  
Very good command

## EDUCATION

**Bachelor (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