



# FLORIS MEULENSTEEN

05/11/1994 | Tilburg, NL  
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## 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 a product that customers love, I use data-driven marketing techniques to find the target audience and scale a customer base.

## SKILLS

### Languages

Dutch ● ● ● ● ●  
 English ● ● ● ● ●

### Knowledge

Social Advertising ● ● ● ● ●  
 Lean Startup ● ● ● ● ●  
 Marketing Automation ● ● ● ● ●  
 Search Engine Optimisation (SEO) ● ● ● ● ●  
 Search Engine Advertising (SEA) ● ● ● ● ●  
 Conversion Rate Optimisation (CRO) ● ● ● ● ●  
 Email Marketing ● ● ● ● ●  
 Financial Modeling ● ● ● ● ●

### Tools

HubSpot ● ● ● ● ●  
 Wordpress ● ● ● ● ●  
 Google Analytics 4 ● ● ● ● ●  
 Google Tag Manager ● ● ● ● ●  
 Looker Studio ● ● ● ● ●  
 Microsoft Excel ● ● ● ● ●  
 Zapier ● ● ● ● ●  
 Adobe InDesign ● ● ● ● ●  
 Adobe Illustrator ● ● ● ● ●  
 Adobe Photoshop ● ● ● ● ●

## EDUCATION

### Fontys University of Applied Sciences

*Bachelor (BSc) in Marketing Management*  
 Specialisation: Digital Business Concepts  
 2015 - 2021

### Avans University of Applied Sciences

*Foundation year in Business Administration*  
 Specialisation: Management, Economics & Law  
 2014 - 2015

### Summa College

*Vocational college in Assistant Accountancy*  
 2011 - 2014

## EMPLOYMENT HISTORY

### Digital Advertising Specialist

DotControl | Oct 2024 to present (fulltime)  
 - Developing comprehensive digital strategies  
 - Designing and implementing online marketing campaigns, including SEA and Social Ads  
 - Measuring campaign performance and creating interactive dashboards to track progress and key metrics  
 - Leveraging AI technologies to optimize work processes and boost internal sales performance

### Growth Marketer

Millstone | Oct 2023 to Oct 2024 (fulltime)  
 - Helping startups with growing their customer base through growth marketing  
 - Validating new business models using the customer development process  
 - Developing a six-phase startup maturity model

### Growth Marketer

Bundl | Dec 2022 to Oct 2023 (fulltime)  
 - Formulating and launching an MVP  
 - Quickly assessing hypotheses and iterating on the MVP to find product/market-ft  
 - Validating the desirability of new corporate ventures  
 - Tracking the data of a progressive web app (PWA)  
 - Data-driven recruitment to find high-potential candidates for large organisations

### Product Developer

Gritd | Dec 2021 to Nov 2022 (fulltime)  
 - Attracting and retaining customers for training courses  
 - Commercialising reports 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

DSG | Dec 2019 to Dec 2021 (fulltime)  
 - 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 building online marketing campaigns, doing customer interviews, etc.)  
 - Doing full-funnel data analysis  
 - Automating marketing and sales processes  
 - Creating comprehensive business cases

### Online Marketer

Planjeuitje.nl | Jun 2019 to Dec 2019 (parttime)  
 - Defining and setting up online marketing experiments  
 - Publishing content together with the copywriter