



www.florismeulenstein.com
florismeulenstein@gmail.com

WHO AM I?

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.

FLORIS MEULENSTEEN

ABOUT

The Hague, NL
05/11/1994

LANGUAGES

Dutch
English

SKILLS

Lean Startup
Social Advertising
SEO
SEA
CRO
Email Marketing
Financial Modeling

TOOLS

HubSpot
SoftR
Airtable
Notion
Wordpress
Google Analytics 4
Google Tag Manager
Looker Studio
Zapier
Make
Canva
Adobe InDesign
Adobe Illustrator
Adobe Photoshop

EXPERIENCE

Digital Advertising Specialist

DotControl
Oct 2024 to present

- 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 tools to boost internal sales

Growth Marketer

Millstone
Oct 2023 to Oct 2024

- Driving customer acquisition and retention for startups through growth marketing
- Building scalable MVPs with no-/low-code development for rapid deployment

Growth Marketer

Bundl
Dec 2022 to Oct 2023

- Formulating and launching MVPs for Fortune 2500 companies
- Quickly assessing hypotheses and iterating on MVPs to find product/market-fit
- Validating the desirability of new corporate startups
- Tracking the data of a progressive web app (PWA)
- Data-driven recruitment to find high-potential candidates

Product Developer

Gritd
Dec 2021 to Nov 2022

- 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

- 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

EDUCATION

Avans University of Applied Sciences

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

Fontys University of Applied Sciences

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