



[www.florismeulensteen.com](http://www.florismeulensteen.com)  
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## 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