



Dennis Nagelkerke

Work Experience

Salesforce Certified Pardot Specialist

01/2019 - present

ONLINEMARKETINGMAN.NET, The Netherlands (NL)

Originally a strategic export consultant (contractor) & a successful Marketing Manager NL @ an Italian NGO. My current expertise is a variety of **Salesforce** devices (**Pardot**) like **lead scoring**, email marketing, **lead generation**, and I utilize reports to settle on *data-driven* choices (**Engagement Studio**). I likewise plan and actualize **Salesforce Marketing Cloud** arrangements in a *customer-facing* role and execute the Marketing Cloud Email application. Aptitudes & Experience in accompanying zones: email marketing best practices, message design, subscriber and data management, inbox delivery, email automation, marketing automation, tracking and reporting metrics, and external integrations with the Marketing Cloud Email application.

Digital Marketing Consultant

2009 - 09/2020

EXTRICO, Eindhoven (NL)

I am improving user experience (**UX**), having a working knowledge of **HTML** and **CSS**, managing web design, handling strategic online initiatives (entering bull markets), optimizing landing pages and **user/sales/marketing funnels**, and **roll out marketing roadmaps**. Highlights are **CMS** (*WordPress, Salesforce, Sitecore, FormAssembly, Joomla, WooCommerce, Luondo/VirtueMart*), **CRM** (*Salesforce, GoldMine*), website-calls-to-actions (CTAs), SEO, SEM, SERPs, Conversion Rate Optimization (**CRO**), Affiliate Marketing, Social Media Marketing (**SMM**), ROI and KPIs, A/B Testing (**Split Testing**), display ads via pop-ups and banners (*PPC/CPC/CPL/CPM/CPS*), **customer journeys** and **customer life cycles**, and Data & Web Analytics (*Google Analytics/Google AdWords*). Clients: **VieCuri Hospital** (2 years), **Xerox** (2 years), **NLW Group** (4 years), and **Dorel Juvenile** (Salesforce, January 2016 - December 2018, 3 years).

►Salesforce specialist CRM Worldwide - Service & Marketing Cloud

(Contract)

Dorel Juvenile - Project Global (>100 countries, 5 brands)

2016 – 2019 (duration 3 years)

Project description

I was responsible for planning and actualizing the Salesforce Marketing Cloud, Sales Cloud, and Service Cloud arrangements in a customer-facing role and execute the Marketing Cloud Email application. I also arranged the external integrations (CMS: Sitecore and FormAssembly) with the Marketing Cloud Email application. I updated all product lists in the webforms. I improved the user experience (UX) in the created and implemented webforms, coped with HTML-codes and the CSS, I was also optimizing landing pages and user/sales/marketing funnels (by mapping correctly, correctly actualize opt-ins/opt-outs), and rolling out marketing roadmaps. execute A/B Testing (Split Tests), improving and experiencing (testing) customer journeys, and going through customer life cycles. I was responsible for the strategic advice (webforms) in drawing up and executing an implementation strategy, drawing up an implementation policy plan as a blueprint for the internal and external integrations at both strategic and operational levels. This was a cross-

Personal Details



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Date of birth: 13 July 1973



Place of birth: Eindhoven (NL)



Gender: male



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Driving license: B

Skills

Content Marketing	● ● ● ● ●
End-2-End MKTG Wfs	● ● ● ● ●
Email Automation	● ● ● ● ●
Email MKTG best practices	● ● ● ● ●
Engagement Studio	● ● ● ● ●
MKTG Cloud Email App	● ● ● ● ●
Ext. Integrations w. MKTG Cloud Email App	● ● ● ● ●
Forms, Landing Pages, and Custom Redirects	● ● ● ● ●
Inbox Delivery	● ● ● ● ●
Lead Management	● ● ● ● ●
MKTG Cloud Arr.	● ● ● ● ●
Salesforce Campaigns	● ● ● ● ●

Subscriber & Data Management	● ● ● ● ●
Tracking & Reporting Metrics	● ● ● ● ●
Usage Governance	● ● ● ● ●
Wordpress	● ● ● ● ●

Languages

Dutch	● ● ● ● ●
German	● ● ● ● ●
English	● ● ● ● ●
French	● ● ● ● ●

Hobbies and Interests

- Tennis
- Saab 93 2.0t cabrio

border/cross-functionality consulting role for implementing web forms into Salesforce (Marketing Cloud, Sales Cloud, and Service Cloud).

► Project goal

>400 webforms had to be configured, designed, and implemented (inclusive correct mapping) properly from 10 external databases to Salesforce (Marketing Cloud, Sales Cloud, and Service Cloud)

Just a few in this over 100 countries that are involved in this cross-border, multi-functionality, and worldwide project are Australia, Brasil, Canada, Chile, Czech Republic, Guatemala, Mexico, Poland, Russia, Singapore, South Africa, Sweden, Taiwan, Turkey, and the USA. The 5 brands involved in this cross-border, multi-functionality, and Paneuropean project are Bébéconfort, Maxi-Cosi, Quinny, Safety1st, and BabyValue.

► **Salesforce specialist CRM Europe - Service & Marketing Cloud** (Contract)
Dorel Juvenile - Project Europe (12 countries, 5 brands)
2016 – 2019 (duration 3 years)

Project description

I was responsible for planning and actualizing the Salesforce Marketing Cloud, Sales Cloud, and Service Cloud arrangements in a customer-facing role and execute the Marketing Cloud Email application. I also arranged the external integrations (CMS like Sitecore and FormAssembly) with the Marketing Cloud Email application. I updated all product lists in the webforms. I improved the user experience (UX) in the created and implemented webforms, coped with HTML-codes and the CSS, I was also optimizing landing pages and user/sales/marketing funnels (by mapping correctly, correctly actualize opt-ins/opt-outs), and rolling out marketing roadmaps. execute A/B Testing (Split Tests), improving and experiencing (testing) customer journeys, and going through customer life cycles. I was responsible for the strategic advice (webforms) in drawing up and executing an implementation strategy, drawing up an implementation policy plan as a blueprint for the internal and external integrations at both strategic and operational levels. This was a cross-border/cross-functionality consulting role (Salesforce specialist - Digital Consultant) for implementing Salesforce (Marketing Cloud, Sales Cloud, and Service Cloud).

► Project goal

176 webforms had to be configured, designed and implemented (inclusive correct mapping) properly from 10 external databases to Salesforce (Marketing Cloud, Sales Cloud, and Service Cloud)

Countries involved in this project are Austria, Belgium, France, Germany, Ireland, Italy, the Netherlands, Poland, Portugal, Spain, Switzerland, and the United Kingdom. The 5 brands involved in this cross-border/multi-functionality project are Bébéconfort, Maxi-Cosi, Quinny, Safety1st, and BabyValue.

Internships

Industry Export Manager

01/1999 - 08/1999

Wissenraet & Van Spaendonck, Tilburg (NL)

I was responsible for the **strategic advice** in drawing up and executing an **export strategy** to **Sweden** and the **USA** (5 major cities), and in drawing up an **export policy plan** as a **blueprint for export activities (Sweden)** at both **strategic and operational level** and I was outlining the long-term export strategy for organizational management and market approach, which included an **integrated and sales transcending vision** in combination with a concrete and **result-oriented marketing plan** for sales results. These projects I carried out for **78 Dutch factories** out of the leatherware, bags, and footwear business. The final assignment in International Marketing & Management for the Avans University of Applied Sciences.

Marketing Researcher

08/1997 - 02/1998

Otto-von-Guericke-University Magdeburg | International Office, Magdeburg (DE)

I was responsible for the various **marketing research projects** (internship abroad via Avans University of Applied Sciences) for:

- Otto-von-Guericke University of Magdeburg | International Office
- Women in Technology Germany (*WITEC Germany*)
- COMEAST

I was responsible for **strategic advice** in drawing up and executing national market research to utilize these reports to settle on **data-driven choices** and drawing up a policy plan as a **blueprint for the future** marketing and educational activities at both **strategic** and **operational level**.

Education

Export Marketing Management

2000 - 2001

Avans University of Applied Sciences

International Marketing & Management

1996 - 1999

Avans University of Applied Sciences

International Management

1992 - 1996

Maastricht University

Economics & Languages

1986 - 1992

Boschveld College - Grammar School

Certificates

Salesforce Certified Pardot Specialist

2020

Issuing Organization: [Salesforce.com, inc.](https://www.salesforce.com)
Credential ID: 21201719.

Qualified Exportmanager (QE)

2001

Issuing Organization: [Avans University of Applied Sciences.](https://www.avans.nl)
Credential ID: 020301.

Extracurricular Activities

Board member

2005 - 2018

Volleyball Club Ysselsteyn, Ysselsteyn (NL)

International Liaison Manager

08/1997 - 12/1998

Otto-von-Guericke-University | International Office, Magdeburg (DE)

I was responsible for **contacting internal and external university students abroad**. Being a liaison manager meant **networking**, it was about linking people to resources. Meet contacts and pave the way to connect them with the sources. **Invite students/graduates (abroad) for an internship/graduation/study** at the Otto-von-Guericke-University Magdeburg (Germany). What started as an internship then continued as a job. This was a project apart from my internship abroad.