Personal details

Dennis Nagelkerke

dennis@onlinemarketingman.net

+31 (0)6 48 17 60 80

The Netherlands

Dutch

onlinemarketingman.net

linkedin.com/in/onlinemarketingman

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 MGMT	●●●●●

Dennis Nagelkerke

Let's use Marketing Intelligence to Grow your Business!

Employment

Salesforce Growth Manager **Jan 2019 - Present**
Onlinemarketingman.net, 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 (Pardot):
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.

I am having a working knowledge of various **studios** in **Salesforce Marketing Cloud**: Advertising Studio, Audience Studio, Data Studio, Datorama, Email Studio, Google Analytics 360, Interaction Studio, Journey Builder, Mobile Studio, and Social Studio.

I create **In-App messages** and **push notifications**, and I make **Interactive Page**s in **CloudPage**. I use **AMP for Email and AMPscript**, just like using **HTML and CSS in AMP**, even **AMP with AMPscript** or **GTL** *(Guide Template Language for parsing of **JSON** objects in data extensions)*. **SQL**, HTML, and server-side JavaScrip (**SSJS**) belong to my DNA.

I am having a working knowledge of the **Google Analytics 360 integration in Marketing Cloud,** of KANBAN and AGILE and I use **Social Customer Service** and the **Service Console** properly. I am also having a working knowledge of:

- **Service Cloud Voice**
- **Salesforce Call Center**
- Embedded Service **SDK for Mobile Apps**
- Building a **Hello World App for iOS** and **for Android**
- Using **AppExchange**
- Making **Customer Service Convenient with SMS**
- Adding Campaign **Marketplace**
- **Connecting Marketing Cloud with Salesforce CRM** *(Sales Cloud & Service Cloud)*
- Field Mapping *(capturing and mapping data)*
- Working with **Contact Builder** and **Marketing Cloud Connect**
- Handling the **REST API**s and **SOAP API**s

I also create **Price Books** to Track Products, I create and **relate a Contract to an Opportunity** and use the power of **Journey Builder** and **Distribution Marketing**. I am used to marketing intelligence to grow business. I have also a working knowledge of **Experience Cloud** and **Health Cloud**. I feel comfy with working the **Agile** way.

MKTG Cloud Arr. ●●●●●

Salesforce Campaigns ●●●●●

Subscriber & Data Management ●●●●●

Tracking & Reporting Metrics ●●●●●

Usage Governance ●●●●●

Wordpress ●●●●○

Languages

Dutch ●●●●●

German ●●●●○

English ●●●●○

French ●●●○○

Hobbies

- Tennis
- Saab 93 2.0t cabrio

Digital Marketing Consultant **2009 - Sep 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-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 configurated, 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 configurated, 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 **Jan 1999 - Aug 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 **Aug 1997 - Feb 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 levels**.

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

Professional Scrum Master **2021**
Issuing Organization: Agile Scrum Group.

Salesforce Certified Pardot Specialist **2020**
Issuing Organization: Salesforce.com, inc.
Credential ID: 21201719.

Qualified Exportmanager (QE) **2001**
Issuing Organization: Avans University of Applied Sciences.
Credential ID: 020301.

Extracurricular activities

Board member **2005 - 2018**
Volleyball Club Ysselsteyn, Ysselsteyn (NL)

International Liaison Manager **Aug 1997 - Dec 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.