



Tom Govers

curriculum vitae

I'm an allround marketing professional with a passion for generating leads. Flexible, creative and enterprising. That's how I can be described best. I have an extensive knowledge of marketing tools and it's opportunities. A true digital native with strong communication skills (Dutch and English).

As a team player I'm eager for going the extra mile together for great results. During my current role as project manager marketing I'm guiding colleagues and external professionals in the right direction. Without losing sight of budget and deadlines.

Contact

+ 31 (0)6 81908809
info@tomgovers.nl

Address

Haringbuis 60
1483CV De Rijp

EXPERIENCE

- » **Doede Jaarsma communicatie B.V.** / AUGUST 2016 - NOW
Role: project manager marketing. Responsible for developing and executing marketing plans for companies and real estate projects. (Track record attached)

Activities: stakeholder management, budget control, reporting, line manager of designer and developer.
- » **Doede Jaarsma communicatie B.V.** / AUGUST 2015 - JULY 2016
Role: online marketing consultant. Responsible for online campaigns, websites and branding of companies and real estate projects.
- » **Govers Media** / FEBRUARY 2013 - DECEMBER 2016
Role: founder of a full service marketing agency. A company with which I've made 100+ customers happy with corporate identities, websites and printed matter.

TOOLS & SKILLS

- » **Google**
Analytics, AdWords, Data Studio, Tag Manager
- » **Adobe Creative Cloud**
Photoshop, Illustrator, InDesign, XD
- » **Microsoft Office 365**
Excel, PowerPoint, Teams, SharePoint, Outlook, Word, OneDrive
- » **Marketing tools**
Hotjar, Optimizely, MailChimp, WordPress, Facebook Business Manager, Instagram, YouTube, Vimeo, LinkedIn

EDUCATION

- » **HBO Communication & Multimedia Design**
2011 - 2013 / propaedeutic diploma
Amsterdam University of Applied Sciences
- » **HAVO**
2009 - 2011 / graduated
o.s.g. Willem Blaeu, Alkmaar
- » **VWO (bilingual education)**
2006 - 2009 / bilingual education certificate
o.s.g. Willem Blaeu, Alkmaar

CERTIFICATES

- » **Growth Hacking with Digital Marketing** / 2021
Udemy
- » **Google Analytics - Advanced** / 2019
- » **Privacy and Personal Data (GDPR) - Advanced** / 2019
ICT Recht Academy

TRACK RECORD

A brief selection of projects.



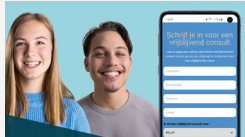
8 luxury apartments for sale
B2C - lead generation campaign
Location: Bloemendaal
Client: Wibaut

2017

2018

Portfolio of 152 monumental properties for sale (€ 100+ million)
B2B - strategy - lead generation
Location: Utrecht & Amersfoort
Client: Stadsherstel Midden NL

'We collected dozens of qualitative leads which led to selling the entire portfolio at once.'



National campaign for new patients
B2C - strategy - lead generation
Location: 10+ cities
Client: Orthocenter

2019

2020

32 residences for sale
B2C - lead generation - branding
Location: Haarlem
Client: Wibaut

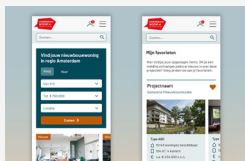


26 apartments for sale
B2C - strategy - lead generation
Location: Amsterdam
Client: Stadgenoot

2020

2020

92 residences for sale
B2C - strategy - lead generation
Location: Julianadorp
Client: HBK



Redesign of a platform for new construction projects
B2C & B2B - concept - strategy - UX - stakeholder management
Location: Amsterdam
Client: Amsterdam Woont

2020

'We developed a platform with 100K monthly website visitors and 50K subscriptions. A 400% increase.'

