


GABRIELLE KLEINE




INFO

 05-11-1990

 AMSTERDAM

CONTACT

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 gkbranding.nl

EDUCATION

MSc. Marketing Management
Nyenrode Business University
2013 - 2015

BSc. Business Administration
Erasmus University Rotterdam
2010 - 2013

Secondary education (VWO)
Montessori Lyceum Rotterdam
2002-2009

EXPERIENCE

MARKETING BRAND MANAGER

Meuwissen Gerritsen / December '19 - Present

Marketing brand manager in the process of repositioning a leading producer of construction materials.

- Development and execution of brand identity & positioning
- Set-up & management of marketplaces (Amazon, Praxis, Brico)
- Social media strategy
- Content management (offline & online)
- Management of (online) marketing agencies
- Optimization of POS material and packaging
- Product launches & events
- Search optimization

MARKETING COMMUNICATIE MANAGER

Lomans / January '24 - Present

Development of internal & external communication strategy

- Optimization of internal communication channels
- Relaunch website
- Employer branding campaign management
- Creation of biannual staff magazine

BRAND CONSULTANT

AMLON Capital / September '23 - Present

Researching & monitoring the brand portfolio.

- Develop Competitor analysis
- SWOT analysis
- Financial deep dive

SKILLS

Campaign management
Brand management
Project management
Content strategy
Budget management
Programmatic marketing
Google Analytics
Adobe InDesign
Adobe Illustrator
Adobe Photoshop

PERSONALITY

Dedicated
Responsible
Honest
Competitive
Confident
Curious
Team player

INTERESTS

Traveling
Boxing
Fitness
Skiing
Fashion
Food
Classic car rally

LANGUAGES

Dutch
Native proficiency

English
Professional proficiency

German
Moderate proficiency

SENIOR MARKETING MANAGER A.I.

Dirk van den Broek / September '22 - April '23

Management of the full marketing team (23 direct reports) of Dutch supermarket chain Dirk van den Broek

- Management of the marketing team regarding on- & offline marketing, content creation, PR & internal communication.
- Development and execution of the marketing strategy & brand positioning
- Management of advertising, content & media agencies
- Budget management
- Optimization of processes and work streams within the team

CONTENT & ADVOCACY MANAGER A.I.

Lowlander Beer Co / May '22 - August '22

Content & advocacy manager for Dutch botanical brewer Lowlander Beer.

- Concept development
- PR management
- Content planning & creation
- E-mail marketing
- Social media strategy
- Content management

MARKETING BRAND MANAGER

KCST / February '22 - April '22

Marketing brand manager for fashion label KCST focussing on increasing the brand awareness and optimizing the customer journey.

- Brand positioning
- (Social) content management
- Commercial calendar
- Brand activations (opening pop-up store)
- E-mail marketing

ACCOUNT MANAGER

TOTO Sport & TOTO Casino (truus) / October '21 - January '22

Account manager on behalf of creative agency truus to manage the new account TOTO (sport & casino) for the creation of social content & activations.

- Social content management
- Financial management
- Project lead activations
- Creative briefings & resources management

ACCOUNT / PROJECT MANAGER

G-Star RAW (The family) / June '21 - September '21

Account / project manager on behalf of creative agency The Family Amsterdam for the creation of a global brand awareness campaign for G-Star RAW.

- Overall campaign overview
- Asset management
- Creative briefings & resources management
- Budget management

ACCOUNT MANAGER

Nestlé (The family) / January '21 - May '21

Account manager on behalf of creative agency The Family Amsterdam for the creation of the 'Wunda' launch campaign Nestle

- Client management
- Creative briefings & resources management
- Asset management
- Budget management

COMMUNITY MARKETEEER A.I.

Nyenrode Business University / July '20 - March '21

Development and execution of marketing campaigns in order to recruit senior professional students (MBA & MSc)

- Development of the annual marketing plan
- Website coordination
- E-mail marketing (lead nurturing)
- Content management
- Set-up of online marketing campaigns (social, display & Adwords)
- Event promotion

MARKETING & BRANDING SPECIALIST

Soft Revolt / February '20 - November '20

Marketing advisor to the start-up team of Soft Revolt, developing the first 3D knitted Bralette.

- Management of crowdfunding & launch campaign
- Development of the brand identity
- Content & social media strategy

MARKETING SPECIALIST
D&S Groep / May '19 - June '20

Marketing & communication advisor in order to professionalize the communication strategy and increase brand awareness.

- Website implementation & coordination
- PR & sponsoring strategy
- Online marketing strategy (SEO/SEA)
- Content & social media strategy

MARKETING MANAGER A.I.
Li Moon / January '20 - March '20

Responsible for the MarCom and sales of full-service branding agency Li Moon

- Lead generation
- Brand awareness
- Content strategy
- Customer retention
- Social media strategy

CONTENT MANAGER A.I.
Gemeente Schiedam / November '19 – January '20

Responsible for renewing the (SEO) content of the SHOP Schiedam website

- Optimization of the website by adjusting the taxonomy and look & feel.
- Creating new content by conducting interviews with several entrepreneurs
- Updating existing content in order to improve the SEO positions

PR & COMMUNICATION SPECIALIST
P. Loopuyt Distillers & co / December '19

Coordinating the PR/communication regarding the launch of the non-alcoholic gin 'Virgin 0%' by Dutch distiller Loopuyt

- Press release & management of enquiries
- General communication support

ACCOUNT MANAGER A.I.
LI MOON / July – September '19

Planning, executing and controlling all internal and external projects of full-service branding agency Li Moon with clients such as Kwikfit, Dirck III, Transavia, WILDLANDS and Wereldhave.

- Planning and monitoring all creative projects
- Intense cooperation with project teams to set priorities and review outcomes
- Managing clients and suppliers
- Handling of new business and formulating quotations

MARKETING CAMPAIGN & BRAND MANAGER
HUDSON'S BAY NETHERLANDS / 2017 – 2019

Introducing and positioning the Hudson's Bay brand in the Netherlands by managing all paid channels. Responsible for planning and executing all marketing campaigns;

- Management of the new Hudson's Bay brand; introduction of the brand, the brand positioning and preserving brand consistency
- Managing the execution of various marketing expressions – i.a. TV commercial, print magazines, out of home, radio, social media, online display, etc.
- Management of advertising, media and event agencies
- Conceptualization & executing grand opening (campaign & events)
- Media buying both on- and offline channels
- Set-up commercial calendar
- Management of marketing budget
- Brand tracking & research

CAMPAIGN MANAGER
WEHKAMP / 2015 – 2017

Managing, executing and analyzing brand marketing campaigns including the fashion AW 16/17 campaign and the holidays campaign. Responsible for ladies fashion with a special focus on the plus size consumer;

- Development of data driven campaign strategies by identifying clear KPI's within a set budget
- Creation of activation campaigns via TV, Radio, online and print advertisement
- Development of online programmatic marketing campaigns (social & display advertisement)
- Creation of multiple print magazines
- Editorial content in cooperation with Glamour, Viva & Libelle
- Set-up of customer research

Thank you

