

# Arianna Ardia-Wenink



Marketing | Communication | Market Research |  
Publishing | Community & Event Management |  
Advertising

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## PROFIEL

My name is Arianna.

I have relevant work experience as Marketer, Market and Media Researcher, Marketing & Sales Analyst, Account, Project Manager and Event Manager.

With a.o. experience with setting up cross-medial marketing and media campaigns and establishing social communities. With market and media research projects. With Lead Gen.

Want to know what others say about me? Check my [LinkedIn-profile](#).

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## SKILLS

Marketing & Communication

Market Research

Dutch

Italian

Project Management

Marketing- en sales-analyses

French

English

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## EXPERIENCE

**2015 – TODAY** **EXPATSHAARLEM | EXPATSHAARLEMMERMEER | HAARLEM FOODIES | HAARLEM PHOTO CLUB**

**Co-founder & Managing Director / Online Publisher / Community, Marketing & Event Manager**

- Writing the Marketing plan of the community-driven media platforms. Setting up the media platforms on multiple connection platforms: own website, social media and events.
- Figures so far:
  - ✓ expatsHaarlem: 10.000 visitors a month (records of 20.000 visitors a month; 5.000 newsletter addresses, more than 4.600 Facebook likes, +- 3.200 members, partners and services in the Housing, Education, Work, Law, Culture, Public authorities etc.);
  - ✓ Haarlem Foodies: +- 5.000 visitors a month, more than 2.100 Facebook likes;

- ✓ Haarlem Photo Club: +- 600 members.
- ✓ expatsHaarlemmermeer: to be launched.
- Strategic community management and marketing.
- Publisher, text writer and marketer of the websites, events and of all the social media channels of the communities (Facebook, LinkedIn etc.).
- Building, leading and motivating teams of editors, bloggers, event managers and organizers.
- Building brand awareness, audience, reach, members, involvement, loyalty, newsletter readers, event participants, media partnerships and business partnerships
- Acquisition and account management with advertisers, non-profit parties and local authorities.
- Setting up online marketing campaigns and events for the brands and advertisers.
- Event management: organisation and marketing & sales of a.o. locally known events such as [Haarlem Connect](#), the [Haarlem Housing Event](#) and the [Experience Haarlem Fair](#). Look for an impression at the YouTubevideo's of [Haarlem Connect](#), the [Haarlem Housing Event](#) and the [Experience Haarlem Fair](#).
- Community management: analyses and having online conversations with the target groups.

### **JAN 2017 – SEPT 2017 PRIVILEGES**

#### **Program Manager WOW-Veilingen**

- Develop and execute the management program of WOW-Veilingen.nl.
- Increase and activate the Facebook community: 838.000 likes.
- Generate traffic, registrations, activity on the website WOW-Veilingen.nl via content marketing, organic and paid Facebook campaigns, bannering on the website, e-mail marketing and the magazine. Observe Campaign results of each channel and adapt website flow, target group segmentations, website journeys, marketing actions and plannings.
- Stimulate WOW-registered members to surf to MijnPrivileges.nl and become paying member.

### **2015 – JAN 2017 PODIUMCADEAUKAART**

#### **Marketing & Communication Manager**

- Drawing up the Marketing & Communication policy and translating it to online and offline strategies and campaigns.
- Creating cross-medial (radio, print, Google SEA, online display, social, outdoor) b2b and b2c campaigns and actions; buying media space and analysing the achievements.
- Winner of the Gift Card of the Year 2015 Contest with in total 22.517 votes and more than 288 concurrent gift cards in 15 categories, among which H&M, ANWB, Bart Smit,

Boekenbon, Media Markt, VVV, Fashion Cheque, Intratuin etc. Read the press report and the interview with me on Entertainment Business.

- Advising & managing the restyling of the website Podiumcadeaukaart.nl with web shop, log in system and connection to the CRM system.
- Editing Podiumcadeaukaart.nl, newsletters and other online & offline communication content such as press releases, posters, flyers, social media posts etc.
- Setting up, carrying on and reporting qualitative and quantitative b2b and b2c market and media researches. Signaling research/cases/trends and developments within the market, the Dutch population and other fields.
- Setting up target group, traffic, sales and cashing reports. Advising role.
- Function as pivot between the different parties who collaborate for campaigns and close new collaborations and barter with media companies, theaters, service suppliers and commercial partners.
- Develop advertising opportunities.

## 2008 – 2015 IDG NEDERLAND (INTERNATIONAL DATA GROUP)

### Senior Market Researcher / Marketing & Sales Analyst

- First point of contact for all kinds of market and media research within IDG Nederland. B2c, b2b, online, print and events.
- Responsible for the set-up, implementation, coordination and quality control of all research and research results within, of, for and about IDG Nederland.
- Main responsible of the biggest ICT brand awareness research in the Netherlands.
- Taking care of the collection, analysis, reporting, distribution and presentation of research results and marketing and sales information among internal and external (advertisers and media agencies) clients. Interpretation and advice for example for improving websites, apps, products, communication, campaigns, new propositions for end-users and clients and for new potential target and business.
- Using research for internal and external (business) leads.
- Make media circulation, media reach, market shares and media spending analysis's and media plans. Providing input for IDG articles and press releases concerning relevant market information or research results. Signalling research/cases and general trends and developments in the market, the Dutch population, the Tech sector, the different media types.
- Setting up the research database: ± 80.000 subscribers for each brand
- Coordinating the Zoom.nl research community panel and co-ordinating the online and offline Zoom.nl Community.

*IDG brands a.o.: Computer!Totaal, Zoom.nl, Webwereld, Computerworld, CIO. Clients: a.o.: Canon, Nikon, Capgemini, BBeyond, Dell, Oracle.*

## 2007 – 2008 REED BUSINESS PUBLIC SECTOR

### Marketing Coordinator Public Sector

- Creation and development of operational multimedial marketing plans and campaigns for the 6 different brands of the Public Sector Portfolio: strategy, planning, budget, DMs, EMs, special actions, cross medial actions etc. b2c, b2b, online, print and events.
- Responsible for the web shop of the different brands and the positioning of products on external sites (Bol.com, managementboek.nl etc.).
- Responsible for the congress page on several websites.
- Setting up and coordinating the online and offline Overheidsmanagement Community.
- Development and positioning of communication material (ads, advertorials, banners, flyers, brochures, press articles, congress publicity etc..) on internal and external multimedial channels.
- Contact with publishers, database marketing, client service, external (publicity) agencies, congress developers, writers, business connections and partners
- Coordination and implementation of market research (branches, brand, competitors, satisfaction, etc.).
- Contribution to brand/product development.

*Reed Business Public Sector brands include: Reed Business, Gemeente.nu, Overheidsmanagement, Zorgwelzijn, Romagazine, Stapelendekoning.*

## 2006 – 2007 TELEGRAAF MEDIA GROEP, BUREAU CONSUMENTEN ONDERZOEK

### Key Account Manager Market Research

- Create and increase awareness of Bureau Consumer Research.
- Redaction and design of the company and product presentations. Contribute to the amelioration and increase of the product portfolio (campaign reach and evaluation tests, benchmark analysis', presentations of media and branche developments etc.) and of the services (dash board, technical tools, panel etc.) of the Bureau (Agency).
- "Warm" and "cold" (direct mailing, tele-approach) client and project acquisition. Translate research problematics of (potential) clients in research goals. Issuing research proposals and quotes. Contacts with (potential) key accounts and (online) advertising agencies.
- Setting up multimedia recruitment campaigns via the channels of the Telegraaf Media Groep or external addresses.
- Coordination and quality check of research projects.
- Following research results making suggestions for a more effective brand and communication strategy among the target group(s) and for cross medial and innovative propositions and campaigns. Presentation of the research results to external clients.

*Telegraaf Media Group brands and channels among which: De Telegraaf, Haarlems Dagblad, Spits, Sky Radio, Speurders.nl, Esquire, Prive', Autovisie, Hitkrant, Cosmo Girl, FHM.*

*Key accounts a.o.: Key accounts o.a.: NZO, Uniekaas, ANWB, Wasa-Barilla, Ahold, CSM, Mexx L'Oréal, Beiersdorf, Mattel, Djoser, Transavia, Philips, Olympus, Pioneer, Citroën, Telfort, BBeyond, Hewlett Packard, ING, Veronica, Warner Bros, FNV Bondgenoten, National Geographic, Amnesty International, Greenpeace, Yacht, Tempo-Team.*

## **2005 – 2006 SANOMA UITGEVERS**

### **Sales Intelligence Researcher**

- Responsible for business units Living, 50+, Travel and International (offices in France, Belgium, Germany, Denmark etc.), regarding the internet sites, magazines, events (Living Awards; Expertise Centre 50+) and line & brand extensions (VT Wonen products etc.).
- Giving advice, information and analysis for sales and advertising, -marketing departments and advertisers through market analysis and market research (desk-research; own communication, market and media research and research of external agencies. Giving input for sales presentations and meetings.
- Implementation and coordination of external market and media research.
- Internal and external presentation of the research results.
- Writing research and branche reports, articles for the newsletter and articles for advertisers and specific field literature. Making media plannings.
- Signalling research cases and general trends and developments within media types, target groups and branches.

*Sanoma brands a.o.: VT Wonen, Eigen Huis & Interieur, 101 Woonideeën, Ariadne at Home, Seasons, More than Classic, Midi, Zin, Reizen.*

## **2004 – 2005 MOTIVATION**

### **Account Manager Market Research**

- Acquisition of clients; own client portfolio. Contacts with clients.
- Translation of data in marketing communication problematics and in research goals. Advice on research methods and techniques. Making proposals and quotes.
- Coordination and execution of national and international market research projects: brand image, positioning, concept, product, packaging, services, communication and media research through desk-research, focus-groups and face-to-face interviews with consumers and experts.
- Leading internal and external project executives and freelancers
- Analysis, report and presentation of the conclusions and strategical marketing communication advice.
- Responsibilities regarding project budgets and company profit.

*Client Portfolio a.o.: Unilever, Lever- Fabergé, Procter & Gamble, Kimberley Clarke, Coty, L'Oréal, Bonduelle, Beldis, Honig, Heinz, Mars, Coca-Cola, Bols, Nestlé, Illy Caffè, CSM, Chupa Chups, Sanoma, Shell, DHL,*

*Transavia, Thalys, Lufthansa, Club Med, Seiko, Kwantum, Solvay, Europese Commissie, RVD, Gemeente Utrecht.*

## **1999 – 2004 PQR (PLASSCHAERT QUALITY IN RESEARCH)**

### **Project Manager Market Research**

- Clients acquisition and quotes.
- Co-ordination and execution of national and international qualitative market and policy research projects: brand image, positioning, concept, product, packaging, services, client loyalty, communication, media, public opinion research through desk-research, focus-groups and face-to-face interviews with consumers and experts resulting in analysis, report and presentation of the conclusions, suggestions and strategic advices.
- Contacts with national and international clients.

*Client portfolio: A-brands in the consumer market, (Unilever, Lever- Fabergé, Procter & Gamble, Kimberley Clarke, Coty, L'Oréal, Bonduelle, Beldis, Honig, Heinz, Mars, Coca-Cola, Bols, Carbonell, , Nestlé, Illy Caffè, CSM, Chupa Chups, Sanoma, Samson), in the Business to business market (Shell, HTP, DHL), tourism (Transavia, Thalys, Lufthansa, Club Med), fashion (Seiko), retail (Kwantum), pharma (Gehe, Solvay) and public sector (European Commission, RVD, Gemeente Utrecht). Klantenportefeuille o.a.: Unilever, Lever- Fabergé, Procter & Gamble, Kimberley Clarke, Coty, L'Oréal, Bonduelle, Beldis, Honig, Heinz, Mars, Coca-Cola, Bols, Nestlé, Illy Caffè, CSM, Chupa Chups, Sanoma, Shell, DHL, Transavia, Thalys, Lufthansa, Club Med, Seiko, Kwantum, Solvay, Europese Commissie, RVD, Gemeente Utrecht.*

## **1998 – 1999 OPENBARE BIBLIOTHEEK HAARLEMMERMEER**

### **PR Manager**

- Promotion of the chain of libraries.
- Co-ordination of all the communication activities: contacts with the press, media agencies, printing offices, local authorities.
- Development of flyers, pamphlets, advertisements, presentations, articles for the local newspaper.
- Organization of promotional and cultural events.
- Editor of the monthly newsletter; fundraising.

## **SUMMER 1998 EUROPEAN COMMISSION**

### **Policy Researcher 'Research voor Beleid International'**

- Responsible for the collection of research material through national and international databases and interviews with experts.
- Academic analysis's.
- Strategic policy advice.

## **1995 – 1996 UNIVERSITY OF FLORENCE & EUROPEAN UNIVERSITY INSTITUTE**

### **Project Manager Events**

- Planning, coordination and preparation (both academic and logistical) of the conference
- Internal and external communication
- Contacts with national and international guest speakers and participants
- Promotion and publicity.

## **1994 – 1995 AEGEE & UNIVERSITY OF AMSTERDAM (UvA)**

### **Project Coördinator Events**

- Ontwikkeling en uitvoering van promotionele activiteiten voor de internationale conferentie "Legal Aspects of the European Union".
- Advertentiebeleid en budget.
- Fundraising.
- Contacten met de media.
- Lay-out advertenties en programmaboek.

## **EDUCATION**

### **PROFESSIONAL COURSES & TRAINING**

- 'Online Marketing', Lectric, February-March 2014
- 'Internet Marketing Strategy', IMNL, February 2014
- 'Google & Internet Marketing, IMNL, February 2014
- 'Social Media Marketing, IMNL, February 2014
- 'Costumer-oriented communication', ISA Training & Coaching, March 2013
- 'Business gets social', Groenindigital, February 2013
- 'Getting money with the internet', Sinds1998.nl, May 2011
- 'Dutch Publishing Institute', IDG, May 2009
- 'How to have effective influence', EmoRatio, May 2009
- 'Crossing and mediaplanning with e-Telmar', November 2008
- 'Tips & tricks for e-mail marketing', Tripolis Solutions, March 2008
- 'The best cover', Sanoma, March 2005
- 'Mediatraining', Sanoma, February 2005
- 'Marketing in Vogelvlucht', SRM (Stichting Reclame en Marketing), January 2002
- 'Product management', MSC (Management Study Center), Spring 2001
- 'Communication today', Vrije Universiteit Amsterdam en Nescor (Netherlands school of communication Research), February 2001
- Lecturer academic course 'Museology' of the MA-programme ISHSS (Institute of Social Studies and Humanities)- Universiteit van Amsterdam (UvA) – second trimester 2000/2001 en 1998/99.
- 'Brand extensions', GVR (Genootschap voor Reclame), November 2000
- 'Academic writing' – European University Institute (EUI), September 2000
- 'Laddering', Technische Hogeschool Delft and Geoplan, April 2000.

**COMPLETED 1998 ISHSS (INSTITUTE OF SOCIAL STUDIES AND HUMANITIES) –  
UNIVERSITY OF AMSTERDAM**  
**Specialisation (post)MA European Studies.**

Communication B, museology & museum marketing, movie and theater sciences.

**COMPLETED 1998 UNIVERSITY OF AMSTERDAM**  
**MA EUROPEAN STUDIES**

European history, culture, arts literature, ideologies, policy and integration, Dutch law, communication A.

**COMPLETED 1998 UNIVERSITY OF AMSTERDAM**  
**MA FRENCH LANGUAGE AND LITERATURE**

**COMPLETED 1990 HIGH SCHOOL IN FLORENCE (ITALY)**  
**DIPLOMA 'LICEO LINGUISTICO'(VWO).**