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SKILLS

- ✔️ Measure- and tagmanagement
- ✔️ Analysing data
- ✔️ CRO marketing
- ✔️ A/B and analytics software
- ✔️ Agile
- ✔️ Technical analysis

PERSONA

- ✔️ Dutch and English
- ✔️ Resultdriven
- ✔️ Entrepreneur
- ✔️ Focus
- ✔️ Motivated
- ✔️ Problem solver

EDUCATION

- BIDA® 2022 - Today
- Corporate Finance Institute**
- Business analyst 2021 - 2022
- Datacamp**
- Excellent leiderschap 2022 - 2022
- Nyenrode business university**
- Post HBO power BI 2020 - 2021
- Winc academy**
- HBO digital marketing 2018 - 2020
- LOI**
- HBO klinische psychologie 2012 - 2014
- LOI**

WORK EXPERIENCE

Enexis | 2022 - Present Senior CRO Specialist

Measurement Plan and Tag Management:

Writing a measurement plan and implementing it within the web, app, and login environment of Renewi.

Analytics Authority:

Part of the analytics authority. I collaborated with a team to develop the analytics framework, including a data warehouse, around Renewi's various data sources.

Data Visualization and CRO Process Management:

Visualizing and reporting data across diverse teams and optimizing customer journeys.

Vattenfall | 2022 - Present

Senior CRO Specialist

Establishing a CRO Methodology:

At Vattenfall, I was part of the team responsible for establishing a CRO (Conversion Rate Optimization) methodology. This involved documenting, conducting, and analyzing A/B tests, as well as coaching teams.

Introducing a Data-Driven Approach:

Within the Vattenfall team, there was no standardized CRO approach in place. I implemented one, creating a continuous cycle of data-driven work.

Visualizing the Funnel:

Visualizing the funnel based on the important touchpoints for a lead generation company.

Analysis:

Developing monthly and weekly reports for various teams to work with.

Renewi | 2022 - Present

Senior Web Analyst

Measurement Plan and Tag Management:

Writing a measurement plan and implementing it within Renewi's web, app, and login environments.

Analytics Authority:

A part of the analytics authority, I collaborated with a team to develop the analytics framework, including a data warehouse, around Renewi's various data sources.

Data Visualization and CRO Process Management:

Visualizing and reporting data within diverse teams and assisting in optimizing customer journeys.

Visualizing Analyses in Various Tools such as Power BI and Data Studio.

CINOP | 2022 - 2022

Senior CRO Specialist and Web Analyst

During my brief period at CINOP, I assisted the marketing communication team in setting up digital marketing initiatives. As a marketing analyst, I established and made various funnels measurable using a range of analytics tools.

The deliverable of this project was a comprehensive marketing plan/advice that CINOP can implement in 2023.

Vodafone Ziggo | 2021 - 2022

Senior CRO Specialist and Product Owner SME Team

Analytics for Web/App Teams in B2B:

I was responsible for providing weekly and monthly reports to various web and app teams within Vodafone B2B.

Establishing Analytics and CRO Authority:

I set up an analytics and CRO (Conversion Rate Optimization) authority within Vodafone B2B to roll out a data-driven approach to marketing within the app and web teams.

CRO for One of the Teams:

I conducted tests within the web team responsible for the SMB (Small and Medium-sized Business) market. In addition to being the product owner, I also played the role of a CRO marketer and marketing analyst within that team. My responsibilities included analyzing the customer journey, generating insights, and determining the strategy for the upcoming period.

GetNoticed | 2021 - 2022

Senior cro specialist en manager digitale marketing

Bij GetNoticed heb ik de startende teamlead meegenomen in het inrichten van het marketing team. Dit bestond uit coaching, maar ook het opzetten van een structuur en het invullen van het team met specialisten.

Mijn taken waren divers, van stakeholder management met de klanten tot het analyseren van funnels, het visualiseren van de data en het opzetten van A/B testen.

Het einde van de opdracht was een compleet marketingteam met een doelgerichte strategie voor 2023 en verder.

GetNoticed | 2021 - 2022

Senior CRO Specialist and Digital Marketing Manager

At GetNoticed, I guided the newly appointed team lead in establishing the marketing team. This involved coaching, setting up a structure, and recruiting specialists for the team.

My responsibilities were diverse, ranging from stakeholder management with clients to analyzing funnels, visualizing data, and setting up A/B tests.

The culmination of the assignment was a complete marketing team with a targeted strategy for 2023 and beyond.

Enpron | 2019 - 2020

Senior CRO Specialist and Digital Marketing Manager

At Enpron, I undertook a similar assignment as at GetNoticed. I served as a coach and right-hand person to the digital marketer who would eventually lead the team.

My responsibilities included mapping out various customer journeys, analyzing the ongoing activities, and testing new propositions before full-scale implementation.

Reprise | 2017 - 2019

Digital CRO Marketer and Web Analyst

During my time at Reprise, I held various roles working with both large and small companies. Here are some of the clients I worked with:

- Freo
- Bever Outdoor
- Nestlé
- Johnson & Johnson
- J&V (possibly an abbreviation for a specific company)
- Zuivelhoeve

NovoServe | 2016 - 2017

Digital CRO Marketer and Web Analyst

During my time at NovoServe, I was responsible for establishing a B2B marketing team. Initially, I worked alone, primarily in an execution role. My tasks included creating a strategy, analyzing, and optimizing various channels such as ads, social media, and email.

As time progressed, the team expanded, and my role was divided into specialists and a product owner/team lead.

Bewust-Fit | 2009 - 2016

Owner, Entrepreneur, and Digital Marketer

As the owner and entrepreneur of Bewust-Fit, a local gym, I gained invaluable experience in various aspects of the business. Here, I started by building a website and progressed to setting up marketing campaigns across various channels. I also utilized analytics to optimize our strategies.

Military service | 2004 - 2008

Group commander