



# Nicole vd Broek

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## Profile

“My professional experience shows I have strong skills in organisation and multitasking, I am service minded, I aim to solve all problems and to achieve all goals in different projects. I am a team player that inspires co-workers, business partners and clients to create an environment where people proudly maximize their efforts towards a common goal”

## Personal skills

- Multitasked
- Communicator
- Proactive
- Hands-on
- Inventory
- Enjoys a challenge
- Confident and Friendly
- Problem-solving
- Passionate
- Result-driven
- Accurate

## Languages

Dutch +++++  
 English +++++  
 German +++  
 Spanish ++

## Work experience

### Traffic Manager / Project Manager

**BookSpot | 's-Graveland | Jan 2017 – Current**

- Creating a whole new structure set up a planning system process and workflow within the marketing department to oversee on-going and upcoming projects.
- Managing multiple projects. Working and communicating with vendors.
- Connect/align creative, designers, project managers, producers and leadership team to ensure/achieve deadlines, within a set budget, creativity and energy.
- I'm responsible for process and planning of the art directors and designers within the creative marketing team. I manage this creative team.
- Coordinated and implemented projects with responsibilities that included a variety of mediums and categories - print, media, advertising, POS material, marketing promotional, display, events, tradeshows for creating sales and brand awareness.
- Aids the organisation of project management meetings.
- Support the planning of numerous events and meetings held throughout the year, working with vendors, internal suppliers and other stakeholders to deliver meetings to time and defined quality standards.
- Monitoring and overseeing budgets, quality control procedures and planning for on-and-offline campaigns that live in the world of books and entertainment.

### Interim Account Manager International

**Zenology | Amsterdam | Jan 2016 – Dec 2016**

- Managing a portfolio of accounts from Perfumery to department stores and concept stores (B-to-B).
- Providing plans and forecasts on customer performance / sales partners.
- Analysing and interpreting sales data to identify unexpected patterns and trends.
- Project management within the marketing department, responsible for different seasons and brand related projects. From start to finish.
- Spearhead projects through all life cycle phases from concept to completion.
- Partnered with production, brand guide and store communications on in-store communication in relation to sign packs, advertising, and in-store hand-out, POS material, marketing promotional, print campaigns.
- Conduction of online and offline campaigns.
- Responsible for the execution, production and delivery of in-store POS materials and other printed materials for all retail, wholesale and travel stores worldwide.
- Export management.

## Education

NLP Master Practitioner | 2011  
NLP Practitioner | 2006  
Marketing Nima-A | 2005  
Visual Merchandising | 2004  
Sales- and Accountmanagement |  
2002 – 2003  
Sales & Marketing training | 1992  
Management training | 1991  
Small business and Retailmanagement  
(BBA) | 1988 – 1992

## Interests

- Traveling
- Skiing
- Tennis
- Gym
- Reading books
- Socialising with friends
- Volunteering at an animal shelter
- Renovating houses

## Skills

Word +++++  
Outlook +++++  
PowerPoint +++  
Excel +++++  
Adobe cc +++

## Work experience (Continued)

### Account Manager

#### Dermatuer | Breda | Jan 2013 – Jan 2016

- Managing a portfolio of accounts from luxury Spa's and Beauty Institutes.
- Prepared sales proposals, conducted research, created sales presentation.
- To achieve volume targets and objectives as agreed with the sales manager.
- Working with the sales / marketing manager to establish and implement the marketing strategies.
- Interaction + negotiation of contracts strategically with retailers to increase product exposure and influence display and shelf allocation.

### Owner

#### NvdB Agenturen, Monelli, Chabo bags | Nw-Vennep | 2007 – 2013

- Import/export fashion agency (Benelux) trendy child fashion labels (B-to-B)
- Managing the day to day running of the team (2 freelance agents) to build a commercially viable range.
- Develop marketing concept, business plan and website for the web shop.
- Run daily business. Prepared sales proposals, conducted research, delivered sales presentation and new business proposals to secure client base.
- Communicating with the international marketing/production teams (industrial fabrics) in terms of planning, volume and deliveries.
- Managing a portfolio of accounts from high-end fashion (B-to-B).
- Create commercial and Fashionable bag collection. Managing product groups in line with market trends.
- Resourcing products from Far East, evaluating samples, negotiating cost prices.
- Liaising with suppliers over scheduling of deliveries.
- Building up a sales pipeline of business opportunities that will ensure sales targets are met.
- PR, Marketing & Sales. Including exhibiting trade shows, promotional activities.

### Account Manager

#### L'Oréal luxury division | Weesp | 1996 – 2007

- Managing a portfolio of accounts to perfume stores and department stores (Bijenkorf, Douglas, ICI Paris XL) (B-to-B)
- Prepared sales proposals, conducted research, delivered sales presentation to secure client base.
- Working with de sales/marketing manager to establish and implement the merchandise strategies.
- Working with internal and external stakeholders to drive sales activities at multiple organizational levels for overall sales growth.
- Implement a joint venture program which led to 30% more revenue increase.