



Nicole van den Broek
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Sales and account management professional

Positive and driven professional with 15+ experience in lifestyle sales and marketing who takes ownership and responsibility in reaching goals, is a strong communicator and motivator, self starter with an entrepreneurial background and spirit, proven track record in bringing new business for both startups as well as bigger companies. Always enjoys a challenge, from building something new or taking on the tasks to bring an established organization to a higher level. A hardworking self-starter who has a proven ability to identify potential key clients build relationships and close new business opportunities.

- Strategic thinker with the ability to execute effectively
- Building trust, loyalty and solid long-term relationships
- Planning and organizational skills.
- Dealing with all aspects of a marketing campaign
- First class negotiating, selling and closing skills
- Strong knowledge of application, solution an major project selling
- Strategic thinker with hands-on mentality
- Team worker & independent worker
- Ability to meet deadlines
- Experience in retail and wholesale organization
- Experience in high-end labels and clientele

Experience

Zenology, Interim International Account Manager, cosmetics, Jan 2016 – current

- Managing a portfolio of accounts (Perfumery to department store, concept store) (B-to-B)
- Process project orders, after sale service to clients and maintain relationships with existing clients
- Providing plans and forecasts on customer performance/ sales partners.
- Analysing and interpreting sales data to identify unexpected patterns and trends
- Organising and attending tradeshows, organising PR events
- Export management

TizAnn Mode, Interim International Account manager – fashion woman, Jan 2015- Dec 2015

- Managing a portfolio of accounts (Retail) (B-to-B)
- Analysing and interpreting sales data to identify unexpected patterns and trends
- Providing plans and forecasts on customer performance / sales partners
- Delivering on going market analysis and assessment of competitors
- Business development
- Export management
- Organising and attending tradeshows

Dermateur BV, Business Development Account manager – cosmetics, Jan 2013 – Dec 2014

- Managing a portfolio of accounts (luxury Spa's and Beauty Institutes) (B-to-B)
- Process project orders, after sale service and ensure the proper functioning of existing clients
- Prepared sales proposals, conducted research, created sales presentation
- Providing plans and forecasts on customer performance
- Analysing and interpreting sales data to identify unexpected patterns and trends
- Coaching and training shop professionals

Frontyard & Chabo Bags, Freelance Account manager fashion (man/ women), 2011-2013

- Sales (Saki, Rock'n'Blue Cignonero) Brownsfocus (High end Fashion for women) Chabo Bags (high en bag label)
- High level telephone and face-to-face new business prospecting (Business-to- Business)
- Business development
- Managing a portfolio of international accounts
- Providing forecasts plans on customer performance
- Delivering on going market analysis and assessment of competitors
- PR, Marketing & Sales. Including exhibiting trade shows, promotional activities and press

Founder/ owner of Nicole van den Broek Agenturen (import and agency fashion), 2007-2011

- Import/export & fashion agency (Benelux) trendy child fashion labels (B-to-Business) including: RockStarBaby, Religion, Mash, Bebebo, Ollie for the Boy, Fiorucci (medium/high end)
- 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
- PR, (E-) Marketing & Sales, including exhibiting trade shows, promotional activities, press releases
- Dealing with queries from account, stock control, goods in and customer service

L'Oréal, Account-/ Rayon manager Biotherm (Division Luxury Products), 1996 – 2007

- Managing a portfolio of accounts to perfume stores and department stores (Bijenkorf, Douglas, Ici Paris XL) (B-to-B)
- Process project orders, after sale service to clients and ensure the proper functioning of existing clients
- Prepared sales proposals, conducted research, delivered sales presentation to secure client base
- To achieve volume targets and objectives as agreed with the sales manager
- Working with de sales/marketing manager to establish and implement the merchandise strategies
- Implement a joint venture program witch led to 30% more revenue increase

ELHA Cosmetics, Account- & Rayon manager Beauty & Lifestyle Products for luxury Perfumery and Beauty Institutes, 1993 – 1996

- Managing a portfolio of accounts (luxury Perfumery and cosmetics) to beauty institutes, perfume stores and department stores (B-to-B)
- Utilized various upsell techniques. Prepared sales proposals, conducted research, delivered sales presentation to secure client base
- Coaching and training shop professionals

Perfumery Douglas, Department manager Perfume store, 1989 -1993

- Managing and motivating staff to increase sales and ensure store efficiency. Managing up to 35 members of staff
- Analysing store sales figures, maintaining accurate records of all pricing, sales and activity reports
- Manage stock control

Education

- NLP Master Practitioner (HBO) 2011
- NLP Practitioner (Coach training with an approach to communication, personal development and psychotherapy) (HBO) 2006
- NIMA – A (Marketing) 2005
- Visual Merchandise training (Krauthammer International) (HBO) 2004
- Sales- en Account management (Krauthammer International) (HBO) 2002-2003
- Sales & Marketing training (Mercury Goldman) (HBO) 1992
- Management training (Mercury Goldman) (HBO) 1991
- Vocational Make-up artist & Perfumery education 1990-1989
- Small business and Retail management. (HBO) 1988 - 1992

Languages

Dutch: native
English: fluent

German: moderate
Spanish: moderate