





Nicole vd Broek

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Profile

A positive and driven sales professional who takes ownership and responsibility in reaching goals, a strong communicator with an entrepreneurial background and spirit. My professional experience shows I have strong skills in sales, 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.

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.
- Managing a team of creative people. I'm responsible for process and planning of the art directors and designers within the creative marketing team.
- Coordinated and implemented projects with responsibilities that included a variety of mediums and categories - print, media, advertising, events, tradeshows and creating brand awareness.
- Monitoring and overseeing budgets and planning for on-and-offline campaigns that live in the world of books and entertainment.

Account Manager International Zenology | Amsterdam | Jan 2013 – Jan 2017

- Managing a portfolio of international accounts (B-to-B).
- Process project orders, after sales 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.
- Prepare sales proposals, conducted research, created sales presentation.
- Organising and attending tradeshows and PR events.
- Conduction of online and offline marketing campaigns.
- Interaction + negotiation of contracts strategically with retailers to increase product exposure and influence display and shelf allocation.
- Export management.

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 ++

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

Skills

Word +++++
Outlook +++++
PowerPoint +++
Excel +++++
Adobe cc +++
Exact +++++
Jira +++
Basecamp +++
Trello +++

Work experience (Continued)

Owner

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

- Import/export fashion agency (Benelux) fashion and accessory (B-to-B)
- Managing the day to day running of the team.
- 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.
- 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.
- Implement a joint venture program witch led to 30% more revenue increase.

Account Manager

Elha Cosmetics | Burgerveen | 1993 – 1996

- Managing a portfolio of accounts to perfume stores and department stores (Bijenkorf, Douglas, ICI Paris XL) (B-to-B)

Store Manager

Perfumery Douglas | Amstelveen | 1989 – 1993

- Managing and motivating staff to increase sales and ensure store efficiency. Managing up to 35 members of staff.