

SANDER DIJKSTRA

MARKETEER | PROJECT MANAGER | BUSINESS STRATEGIST

Hi, my name is Sander and I am a 24 years old MSc Marketing Management student at the University of Groningen. I am looking for a new adventure within the consumer goods industry for after my MSc Marketing.

EXPERIENCE

COLLICARE LOGISTICS: 2020 - NOW

SEP '20 - NOW Marketing Coordinator Benelux (24h)

 Groningen

STUDY ASSOCIATION MARUG: 2022 - NOW

JAN '22 - NOW External Relations @ Master Marketing Committee

 Groningen

SANDERONLINE MEDIA: 2011 - NOW

MAR '11 - NOW Freelance marketing consultant and designer

AB INBEV: 2018 - 2020

FEB '19 - JAN '20 (Trade) Marketing Executive Denmark

 Copenhagen

SEP '18 - JAN '19 Digital Strategy Intern Nordics

 Stockholm

JAN '18 - AUG '18 Brandmanagement Intern Hertog Jan & Lefte

 Breda

NHL STENDEN UNIVERSITY OF APPLIED SCIENCE: 2015 - 2019

SEP '17 - MAR '19 Student Representative - institute council Technology studies

 Leeuwarden

INZET.NL: 2016 - 2017

OCT '16 - JUL '17 All-round hospitality employee for sporting event venues

 Heerenveen

STUDY ASSOCIATION RUN CMD: 2015 - 2017

SEP '16 - AUG '17 General board member @ association board

 Leeuwarden

DEC '15 - AUG '16 Secretary @ informal events committee

EUROPEAN CAMPING GROUP: 2016 - 2017

JUL '17 - AUG '17 Holiday Parc Courier Eurocamp brand

 Vendres Plage

JUL '16 - SEP '16 Holiday Parc Courier Eurocamp brand

 Sainte-Nathalène

MC DONALD'S HEERENVEEN: 2013 - 2016

FEB '16 - JUN '16 Production Zone Expert (HACCP)

 Heerenveen

NOV '13 - FEB '16 Crewmember Production and Service zone

LINDE COLLEGE: 2011 - 2019

SEP '11 - JUN '15 Committee member @ school party & activities committee

 Wolvega

EDUCATION

UNIVERSITY OF GRONINGEN: 2020 - NOW

SEP '21 - NOW MSc Marketing Management, English

 Groningen

SEP '20 - JUL '21 Pre-MSc Marketing, English; avg grade: 7.5

NHL STENDEN UNIVERSITY OF APPLIED SCIENCE: 2015 - 2019

SEP '15 - MAR '19 BSc Communication & Multimedia Design - Dutch taught

 Leeuwarden

KØBENHAVNS ERHVERVSAKADEMI: 2017 - 2018

SEP '17 - JAN '18 Erasmus+ minor: Digital Concept Development, English; avg. grade: 10

 Copenhagen


LINDE COLLEGE: 2009 - 2015

SEP '09 - JUN '15 Senior General Secondary School (HAVO) - profile Economics and Society


 Wolvega

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 Groningen, the Netherlands

 +31 6 11 78 14 31

 sander.dijkstra@outlook.com

 sander-dijkstra.nl

 Dutch, English and Frisian

 Driving license B

HARD SKILLS

MARKETING

BRAND STRATEGY

INSIGHTS

CUSTOMER JOURNEY

VISUAL IDENTITY

MEDIA STRATEGY

BRAND EVENTS

E-COMMERCE

PARTNERSHIPS

PRODUCT LAUNCH

FMCG

PACKAGING DEVELOPMENT

GS1

POS DEVELOPMENT

NIELSEN

OTHERS

OFFICE 365

ADOBE CC

SAP

SALESFORCE

PARDOT