

## Personal details



**Peter van Marwijk**  
West Havenstraat 19  
2312 LZ Leiden  
The Netherlands  
May 6, 1971

06 45188668  
pvanmarwijk (Skype)  
peter@vanmarwijk.nl  
vanmarwijk.nl/peter

## Profile

I was born and raised in the Netherlands and started to look around, explore and travel at the age of 19. After several years of free wheeling I returned to school to get a bachelor degree in digital communication. I have worked in the online industry ever since and helped a lot of clients in a lot of different markets to reach (and sometimes rethink) their online goals. I think a job should be fun and challenging at the same time.

## Objective

A position where I can help build and/or manage challenging web projects, using my experience in many aspects of web development and online marketing. A position where knowing quite a bit about quite a lot and how to bring people and skills together helps projects to meet goals and expectations in all aspects.

## Education

- 2013 **Certified Scrum Product Owner (CSPO)**  
Xebia Training, Amsterdam
- 1995 – 1998 **Bachelor degree 'Digital Communication'**  
School for Communication Systems, Utrecht  
(now The Academy for Digital Communication)
- 1989 – 1990 **PABO**  
Haagse Hogeschool, The Hague
- 1983 – 1989 **Secondary school (HAVO)**  
Bonaventura College, Leiden

## Work history

- 2009 – present **SEO specialist / project manager / product owner**  
Mindbus, Leiden
- 2009 – present **Owner**  
Taranaki Internet Consultancy, Leiden
- 2008 – 2009 **SEO specialist / functional designer / project manager**  
Efinity Group Ltd., New Plymouth (New Zealand)
- 1998 – 2007 **Project manager / team leader / functional designer**  
Mediaweb Internet Integrators, Noordwijk
- 1998 **Intranet coordinator**  
VNU Business Publications (now VNU Media), Amsterdam
- 1990 – 1998 **Several jobs**
  - 1991 **Communications Expert**  
Royal Dutch Airforce, The Hague

# Skills

## Primary

Project management, consultancy, concept development, product ownership, functional design, conversion optimisation, interface design, online marketing, search engine optimisation, analytics, interaction design, e-mail marketing solutions

## Secondary

Graphic design, streaming media, interactive media, search engine marketing, hosting solutions

## Software

*Online:* Google Analytics, Google Webmaster Tools, Google Adwords, Podio (collaboration and project management), Zendesk (customer service), Trello (workflow organisation), Umbraco (content management), MailPlus (email marketing), CMSMS (content management), Dynamicweb (content management)

*Offline:* Adobe Photoshop, Microsoft Expression Web, Microsoft Visual Studio, Microsoft Office, Microsoft IIS

## Useful

Fluent in English, fluent in Dutch, intermediate in German and expert Trivial Pursuit player.

For skill set examples, see my portfolio at: <http://vanmarwijk.nl/peter/>

# Interests

## Professional

Functional design, conversion optimisation, search engine optimisation, SCRUM, HTML/CSS and online marketing.

## Personal

Windsurfing, surfing, playing golf, fishing, travel.

# References

## Mr. Eric van Hall

CEO, Mediaweb Internet Integrators  
Erasmusweg 19  
2202 CA Noordwijk  
The Netherlands  
+31 (0)71 3641166  
eric@mediaweb.nl

## Mr. Sonny Fernando

CEO, Efinity Group Ltd.  
100 Liardet street  
New Plymouth 4310  
New Zealand  
+64 (0)6 758 1001  
sonny@efinity.co.nz

# Good to know

A more detailed version of my curriculum vitae is online at: <http://vanmarwijk.nl/peter/>

My portfolio can be found at: <http://vanmarwijk.nl/peter/portfolio/>