



Marco de Groen

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Multimedia Designer / Graphic Designer / Online Marketeer / Brand Manager

Multifunctional • Flexible • Experienced • Independent but Teamplayer

Design Proficiency

- Identity design
- Website design
- Advertising
- Online/Offline Media
- Illustrations
- Teamwork / deadlines
- Blogging/Writing/SEO
- Campaigns
- Usability design
- Interaction design
- Mock-ups / presentations
- Social media

Technical Proficiency

- PC Platforms:** Mac OS and Windows XP/Vista/7/8
Applications: Adobe Photoshop, Adobe Illustrator, Adobe Indesign, Adobe Dreamweaver, Microsoft Word, Microsoft Excel, Microsoft Powerpoint, Microsoft Visio, IMovie, Axure RP pro 6, Keynote
Coding: Reading and writing basics of HTML and CSS
Platforms (CMS): Working with Wordpress, Joomla and Drupal
Online Tools: Google Analytics, Adsense, Adworks, Hotjar, MailChimp,
Operating: GCC X500ii Laser Machine, Zünd Digital Cutter

Experience

August 2016 - Present, Online Marketeer at BeneVia in Heinenoord

At BeneVia I am responsible for every aspect of online and offline marketing. My main job scope is to optimise the company websites and their online marketing, but also to write articles related to insurances. I am responsible for the design and the continuous development of the front-end and back-end of all online media. My experience as Multimedia Designer and CMS maintainance also is of great use in this job function.

November 2015 - Februari 2017, Art Director at Blackstone Design

誉瑾轩, Kluang Johor

At Blackstone Design I am responsible for all sales, design and finishing of projects. We work with the latest technology on laser cutting and engraving. Blackstone Design is a multimedia specialist for your business with over 10 years of experience. In all these years we also have created a passion for wood laser and engraving. We will bring you the latest designs and trends when it comes to wood, but also offer Multimedia services such as branding, art, social media, illustrations and typography.

April 2015-November 2015, Multimedia Designer/Brand Manager at BCB Berhad and Prime City Hotel in Kluang, Johor

Prime City Hotel is the best and biggest hotel in Kluang, Johor. At the hotel I am responsible for every visual outing in and outside the hotel, including seasonal decoration. Prime City Hotel is owned by BCB Berhad one of the largest developers in Johor for who I am also Social Media and Brand Manger. My Current project is The Elysia Park Residence in Medini, Nusajaya. www.bcbbhd.com



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June 2013-April 2015, Multimedia Designer, Kluang Mall

Kluang Mall is the leading shopping centre in central Johor. Opened in 2008, it is located in the town centre of Kluang, serving a district population catchment of over 314,400. Situated approximately 20 kilometres from the North-South Expressway, the shopping centre is the top destination for consumers in central Johor. www.kluangmall.com

March 2012-Present, Founder/Owner, The Daily Roar

Get to know all special insights about food, travel, culture and lifestyle from Indonesia, Malaysia and the Philippines written by locals. The Daily Roar offers interesting updates every week. Since these articles are written by locals you will get the chance to get a unique view of the treasures in these countries. www.thedailyroar.com

February 2012-Present, Founder/Owner, Asiancustoms.eu

Asiancustoms.eu is an online platform that allows users to post and share the do's and don'ts regarding to business manners when dealing in Asia. It's an absolute must for businesspeople to do some research into the vastly different Asian culture before travelling or doing business. The platform goes beyond existing references on Asian manners. By using this platform in your preparations, you will be able to avoid a great deal of unwittingly inappropriate behaviour when doing business with your Asian counterparts. www.asiancustoms.eu

August 2008 - September 2012, Sales employee, Praxis Roosendaal

Praxis Roosendaal is a shop where you can buy products that are used in construction in and around the house. My function was to assist and inform people about our products. www.praxis.nl

February 2011 - June 2011, Trainee Junior designer, Scratchdisk

Doing my trainee period in Malaysia at Scratchdisk, located in Kuala Lumpur. Scratchdisk is a boutique creative studio of highly creative and imaginative individuals, committed to producing innovative, ground-breaking work. Founded in 2006, scratchdisk has already garnered creative work from overseas countries like Cambodia and China. www.scratchdisk.biz

August 2007- October 2010, Founder/Owner, Kikai Collections

Kikai Collections was founded in 2007 with as goal to become the largest and most special webshop for jewelry online in Holland. Kikai Collections stands for good pricing and high quality jewelry from all sorts of material. The webshop and brand was completely designed by myself and I also the director of the whole agency and webshop. www.kikai-collections.nl

August 2008 - March 2010, Graphic Designer, Swaans Communicatie

At this agency I started working more as an advertiser, I made advertisements for their online clothing webshop and also helped theme with making graphic designs and advertisement for their regular customers at their communication agency. Later on I still kept working for theme as a freelancer. www.swaans-communicatie.nl

February 2008 - August 2008, Founder/Owner, Crearea Reclame

In 2008 I started my own full service advertising agency. I worked as a multifunctional designer doing my own paperwork and advertising. Contacting customers myself was also part of my job when I was director of the agency. Unfortunately due to big competition in and around my city I had to quit the agency after 6 months. www.crearea.nl



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July 2006 - January 2008, Multimedia Designer, POS-Factory

At this company I first did my 2 trainee periods. After that I was offered a job here as Multimedia Designer. In the 2 years that I worked there I learned many aspects of Graphic Design. I made websites but also did some corporate branding. www.posfactory.nl

Job responsibilities in general

- Manage design and page layout
- The complete creative process, begin till end
- Website layout design and updating (CMS management)
- Newsletter design and sending
- Design corporate identities
- Functional design, Usability and interaction
- Manage advertising and campaigns
- Customer service and Brand Managing
- Presentations and Pitches
- Maintain Facebook pages and other Social Media
- Online and offline Marketing
- Blogging, SEO

Education

1999 - 2003, VMBO theoretische leerweg landbouw, JTC

2004 - 2007, MBO Multimedia Designer, Zoomvliet College

2008 - 2012, HBO Communication and Multimedia design, Avans

Awards

2006, Gouden Pauw Award with POS Factory

Category: displays for cars and accessories

2006, Gouden Pauw Award with POS Factory

Category: displays for Instore Communication

Certificates

2016, Google Online Marketing, Digitale Werkplaats

Reference Malaysia

Scratchdisk

Person: Vernon Chan

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Personal Information

- 30 years old, born on 21-07-1986, The Netherlands, Roosendaal
- Nationality: Dutch
- Married and father of 3 sons
- Lived in Kluang, Johor in Malaysia for 4,5 years
- International Drivers licence
- Languages: Dutch, English, German, French
- Passion for Badminton, Formula 1, Social Media and Design
- Places to travel: The Netherlands, Malaysia, Thailand
- Accurate, Motivated, Teamplayer, Stress free