

# Nikki de Kok

Owner / Online Marketing Consultant at Brand Your Business | Ambassador Sqillzer & Mediaflex

nikki@brandyourbusiness.nl

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## Ervaring

### **Ambassador Sqillzer at Sqillzer - Qualifying Online Professionals**

July 2014 - Present (2 months)

In the online world everything is measurable, except the people working in this industry. Time has come to objectively measure online specialists as well.

Sqillzer is an online test environment in which you can test online specialists effectively and objectively on their level of knowledge, insight and application of their online skills. Especially effective for application procedures and audits of online marketing, sales and e-commerce departments.

Sqillzer's mission is to deliver a significant contribution to the further professionalisation of the online field.

### **Ambassador Mediaflex at Mediaflex Recruitment & Training**

July 2014 - Present (2 months)

Recruitment, freelance, training, coaching and testing of online / media / marketing / communication / sales professionals.

### **Owner / Online Marketing Consultant | Brand Your Business at Brand Your Business**

April 2013 - Present (1 year 5 months)

Online Marketing Consultancy;

- Search Engine Optimization (SEO)
- Search Engine Advertising (SEA)
- Conversion Optimization
- Affiliate Marketing
- Social Media Marketing
- Display Advertising/Automated Trading
- Retargeting/Automated Trading
- Web Analytics

More information: [www.brandyourbusiness.nl](http://www.brandyourbusiness.nl)

*1 aanbeveling op aanvraag beschikbaar*

### **E-Commerce Manager a.i. | VintyWomen & VintyKids.com at VintyKids**

January 2014 - May 2014 (5 months)

- Developing the International E-Commerce Strategy of VintyKids & VintyWomen.

- Managing & coaching the E-Commerce team (training / workshops about specific online marketing disciplines & overall digital strategy).
- Build and develop value-based relationships with key stakeholders and decision-makers in the local digital environment.
- Responsible for the ROI of all digital marketing programs, as well as the budgeting, analytics, assessment, iteration and reporting of digital marketing programs.
- Liaise between Marketing & IT; Set up roadmap for webshop/business development and multichannel proposition, including functional design.

**Sr. Performance Consultant a.i. | Accuen | Omnicom Media Group at Accuen**

September 2013 - December 2013 (4 months)

- Automated Trading Specialist at Accuen's Trading Desk, part of the Resolution label (resides under Omnicom Media Group) for the client portfolio of PHD and OMD. I have worked with the following DSP's: TURN, DBM (DoubleClick Bid Manager / Invite Media) and in the past Appnexus.
- Projectmanagement: Researching the technical and commercial possibilities of Automated (Digital) Radio Trading (and eventually Radio RTB).

*I aanbeveling op aanvraag beschikbaar*

**Sr. Performance Consultant / Head of Search a.i. | Omnicom Media Group | Resolution Media at Resolution Media**

June 2013 - September 2013 (4 months)

- Leading Omnicom Media Group's search team of dedicated search professionals.
- Responsible for a few search accounts and integration with other media channels.

**Online Marketing Specialist | DQ&A Media Group at DQ&A Media Group**

March 2012 - March 2013 (1 year 1 month)

DQ&A Media Group is an international display advertising company, specialising in real-time performance marketing and technology services. DQ&A Media Group employs over 100 online specialists in offices around the world and serves clients in multiple languages. We deliver real-time performance and insights by enabling, executing, analyzing and optimizing online marketing for publishers and advertisers.

In my job as online marketing specialist I have a very dynamic & challenging role:

- Consultancy: Advising clients (upselling) and colleagues on possibilities of products/services DQ&A Media Group offers (see below)
- Monitoring and realize sales opportunities
- Providing technical support to sales

- Coordinating and support implementation processes
- Account management: Managing expectations of the client I am responsible for and provide them information about optimization processes of their campaign and advise them on how to optimize the campaign from their side (landing pages, product they offer, creatives etc.). This also means constantly monitoring the quality of the campaign in terms of ROI for the client to improve customer satisfaction.

Products/services of DQ&A Media Group I focus on in the above role description:

- Ad Serving Technologies (DoubleClick for Advertisers (DFA) by Google)
- Display Advertising/Real Time Bidding (RTB): (Dynamic Creative) Retargeting, Audience Buying, Data Targeting, Facebook Exchange Buying, Sequential Targeting etc.
- Affiliate Marketing via the Performance Network Adsimilis
- Conversion Attribution via the Doubleclick for Advertisers (DFA) platform

*3 aanbevelingen op aanvraag beschikbaar*

### **Co-Organizer | Online Tuesday at Online Tuesday**

June 2012 - February 2013 (9 months)

Online Tuesday is an event organized by DQ&A Media Group, Marketingfacts, Energize, Traffic4U & NEWPEOPLE. The event takes place every 2nd Tuesday of the month in Felix Meritus, Amsterdam. During this event we discuss several specific online marketing topics with different speakers.

My responsibilities as a co-organizer from DQ&A Media Group are:

- Promotion/Branding of Online Tuesday
- Updating the website
- Newsletter content & updates
- Maintaining contacts with the press & sponsors
- Responsible for Social Media updates

### **Online Marketer / Sitemanager | Sunweb Wintersport & X-Travel Jongerenreizen at Sundio Group**

November 2010 - March 2012 (1 year 5 months)

As Online Marketer/Sitemanager at Sundio Group I was responsible for;

- Websitemanagement Sunweb Wintersport & X-travel Jongerenreizen
- Affiliate Marketing specialist for all brands of Sundio Group
- Display Advertising (RTB, Retargeting) Specialist for all brands of Sundio Group
- Direct Deals Specialist (Sanoma, Zoover etc.) for all brands of Sundio Group

The travel industry is a very dynamic market where I have also learned a lot about branding strategies via several online channels (I started with different policies for the Affiliate Channel for each Brand), sitemanagement, budgeting, conversion attribution etc.

History:

Since 2007 the Sundio Group has been the new name encompassing the brand names Sunweb Vakanties, Sudtours, Jiba, GOGO, Husk Studentenreizen, X-travel, Eliza was here, Skikot, Odyssee en Gototravel. Sundio Group is with the brands Sunweb Vakanties, Sudtours and Jiba one of the biggest touroperators in Holland in sun-, car- and winter sport holidays. With the brands GOGO, X-travel and Husk we are specialised in youngsters and student holidays. As a provider of winter sport holidays with the brands Sunweb and Husk we have a strong market share in Holland. In Belgium and France we offer winter sport holidays with the brands Skikot, Odyssee and Gototravel. In the retail industry the Sundio Group is represented with the brand Sudtours. The holidays of this brand are offered by ANVR travel agencies.

*2 aanbevelingen op aanvraag beschikbaar*

### **Online Marketing & Sales Assistant | Free Record Shop at Free Interactive Services B.V.**

February 2009 - November 2010 (1 year 10 months)

As online marketing & sales assistant of the online marketers and product marketers my responsibilities were:

- E-mail Marketing: reporting, a/b testing and analysis
- Affiliate Marketing: responsible for vanLeest.nl and FreeRecordShop.nl
- Social Network Marketing: responsible for the setup of our Twitter and Hyves account and engaging with our customers.
- Web-analytics: analysis and advising

Free Record Shop is a large Dutch retailer of home entertainment products, such as CDs, DVDs and video games, founded by Hans Breukhoven. Its first store opened on the October 15, 1971 in Schiedam, the Netherlands. Free Record Shop operates about 250 stores in the Benelux under its own brand name. It also owns the entertainment products retail chain vanLeest, an Amsterdam-based flagship megastore called FAME, a games chain GameMania and several Build a Bear Workshop stores. The company also operates multiple online stores using the different brand names. In January 2012 the company has licensed its websites to be fully managed and run by ECI Nederland BV, known for its labels eci and cosmox, making ECI the 2nd biggest online retailer in books and home entertainment in the Benelux.

*1 aanbeveling op aanvraag beschikbaar*

### **Situation Analysis | Glow Design at GlowDesign.nl**

June 2010 - July 2010 (2 months)

For GlowDesign.nl, which in two years managed to establish itself as a professional web design agency, I have written a situation analysis (SWOT) and determined what resources they should use, to approach the market proactively and serve its current customers with a different approach to increase customer satisfaction, in order to expand its market.

*1 aanbeveling op aanvraag beschikbaar*

### **Thesis: Long Tail | Free Record Shop at Free Interactive Services N.V.**

February 2010 - June 2010 (5 months)

In a period of 5 months, I did a research on the perception of the (potential) clients of Free Record Shop (online and offline) regarding the 'Long Tail' assortment, a theory of Chris Anderson that says that even in a

niche market, a well-planned expansion of consumer choices can reveal demand that was otherwise hidden - and drive sales.

My research was fully focussed on music businesses. Based on the results of the survey (polls & interviews with different target groups: online/offline clients, youngsters, seniors, downloaders, musicians etc.) I wrote a plan advising on how to approach the niche market and how to - possibly - repositioning the organisation.

*2 aanbevelingen op aanvraag beschikbaar*

### **Internship Online Marketing | Free Record Shop at Free Interactive Services N.V.**

September 2008 - January 2009 (5 months)

### **Entertainer | Iberostar Hotels and Resorts at Iberostar**

June 2006 - August 2006 (3 months)

'Iberostarfriends' is the entertainment department of the Spanish hotel company Iberostar, which belongs to "Grupo Iberostar". As the "Starfriends", we take care of the complete entertainment program for the hotels and club resorts in our company.

We offer daily programs for children, youngsters and adults. At night we present our own shows for the whole family. This might be a comic show, a musical show like Joseph, Grease, A compilation of highlights from different musicals, A Disney Show etc.etc. Besides all this, public relations is a very important aspect of our job to improve customer satisfaction.

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## Projecten

### **Marketing Strategy- & Online Marketing Consultancy | Phonestop.nl**

april 2013 tot Huidig

Members:Nikki de Kok

### **Businessplan (Marketing- & Strategy Plan) | Zenn in the City (Coming Soon)**

september 2013 tot Huidig

Members:Nikki de Kok

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## Vaardigheden en deskundigheid

**Affiliate Marketing**

**Online Marketing**

**Online Advertising**

**Website Management**

**Personal Branding**

**RTB**

**Online Brand Building**

**Display Advertising**

**Display Technology**

**Conversion Optimization**  
**Conversion Attribution**  
**Multi-channel Marketing**  
**Google Analytics**  
**Online Consultancy**  
**Event Marketing**  
**Social Media Marketing**  
**Marketing Communications**  
**SEO**  
**SEA**  
**Email Marketing**  
**Web Analytics**  
**A/B testing**  
**WordPress**  
**Social Media**  
**Facebook**  
**Digital Marketing**  
**Webmaster Services**  
**Marketing Management**  
**Advertising**  
**Event Planning**

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## Diploma's

### **DBM (DoubleClick Bid Manager) Fundamentals Certification**

Google    October 2013

### **Digital (Google) Analytics Fundamentals Certification**

Google    October 2013

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## Opleiding(en)

### **Rotterdam University of Applied Sciences**

Bachelor of Commerce (B.Com.), Interactive Marketing, 2006 - 2010

Activiteiten en verenigingen: Strategic Analysis, SWOT, Marketing Strategy, Interactieve Marketing, E-mail Marketing, SEO, Usability, CRM, Affiliate Marketing, Social Network Marketing,

*1 aanbeveling op aanvraag beschikbaar*

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## Talen

<b>English</b>	(Native or bilingual proficiency)
<b>Dutch</b>	(Native or bilingual proficiency)
<b>Spanish</b>	(Elementary proficiency)
<b>French</b>	(Elementary proficiency)
<b>German</b>	(Elementary proficiency)

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# Interesses

Marketing, Management, Entertainment, Media, Travel & Culture, Reading Books

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## 12 personen hebben Nikki de Kok aanbevolen

"Working with Nikki at both DQ&A and Brand Your Business, I've been exposed to her broad online marketing talents. She keeps the big picture in mind and is knowledgeable about the full circle of digital marketing. A dedicated account manager and driven marketer, Nikki's enthusiasm and commitment set her apart."

— **Marie Huitsing**, *Media Trader/Media Buying Manager, DQ&A Media Group*, werkte bij een ander bedrijf tijdens de samenwerking met Nikki de Kok bij Brand Your Business

"It was a pleasure to have Nikki as my colleague for about half a year at Resolution Media and later at the Accuen Trading Desk. She helped us out in a very hectic time for our company and team and on top of that, managed some of the most difficult accounts out there. I've come to know her as a very client-oriented person, dedicated to the success of all online marketing efforts and eager to keep learning."

— **Anton Kanis**, *Strategy Director, Resolution Media Netherlands*, werkte samen met Nikki de Kok bij Accuen

"As her manager at DQ&A Media Group I experienced Nikki to be a well structured, smart digital advertising specialist and above all an ambitious young talent. And it is exactly that ambition that drives her to take the next step in her early career: starting her own label called 'Brand your Business'. My prediction? We will hear more of her and her success!"

— **Rob Steffe**, *Chief Marketing Officer / Marketing Strategy # Digital Advertising, DQ&A Media Group*, gaf leiding aan Nikki de Kok bij DQ&A Media Group

"Working with Nikki was a pleasure from the start! She added a lot of online marketing and conversion optimisation knowledge and experience to the team which made her a successful DQ&A member in no time. Always following up on client requests and pro active suggestions to improve one's online strategy was her signature. If you are looking for a specialist with eye for detail and passion for the job, she is the right person. And makes great sushi too!"

— **Stijn Smolders**, *Sales Director Benelux, DQ&A Media Group*, gaf leiding aan Nikki de Kok bij DQ&A Media Group

"Nikki is a driven Online Marketing Specialist, with a good understanding of performance campaigns. She can translate customer wishes and goals in campaigns that actually achieve set KPI's. She can help you brand



your business, generate sales and get the most out of the different online marketing channels."

— **Quintijn van Kessel**, *Buy Side Specialist / Online Media, DQ&A*, gaf indirect leiding aan Nikki de Kok bij DQ&A Media Group

"Nikki is van een iets jongere generatie dan ik, wat als voordeel heeft dat zij nog meer is opgegroeid met de wereld van online en e-commerce. Ik heb Nikki leren kennen als een liegierige, plezierige en snel lerende collega, die met veel enthousiasme haar werk doet. Inmiddels kent online marketing voor Nikki geen geheimen meer en weet zij exact hoe de online marketing mix op de juiste manier ingezet kan en moet worden."

— **Serge De Klerk**, *Online Marketeer, Sundio Group*, gaf indirect leiding aan Nikki de Kok bij Sundio Group

"At Sundio Group Nikki was a respected professional on affiliate marketing and conversion optimisation. At the time we worked together she blew me away with her (technical) knowledge of online marketing. She is the partner for translating your business needs to the web."

— **Tibor de Goede**, *Online- & E-mail marketeer, Sundio Group*, werkte direct samen met Nikki de Kok bij Sundio Group

"Nikki is zowel ten tijden van mijn werkzaamheden in de winkel als bij mijn werkzaamheden op het hoofdkantoor van de FRS mijn collega geweest. Toen ik in de winkel kwam werken viel Nikki, die destijds nog studeerde en weekendhulp was, op door haar enthousiasme, productkennis, klantvriendelijkheid en haar gepassioneerde verhalen mbt haar studie. Als stagiaire en later als online marketing medewerker kon ze het geleerde in de praktijk voortzetten. Doelgericht als ze is, is Nikki als een raket gegaan en heeft ons verbaast achter gelaten. Hedendaags kunnen we stellen dat ze nu een online marketing kenner is in hart en nieren."

— **Naomi Choukroun**, *Sales assistant, Free Record Shop*, werkte direct samen met Nikki de Kok bij Free Interactive Services B.V.

"Over Nikki haar werkzaamheden, zeer accuraat, werkt snel, wij zijn tevreden!"

— **Elisabeth Rozenberg**, *Owner, Glowdesign.nl*, was consultant of zzp'er van Nikki de Kok bij GlowDesign.nl

"Nikki is een pionier geweest op het gebied van online afstuderen aan de Hogeschool Rotterdam. De kwaliteit van haar werk is positief opgevallen bij mij en mijn collega's. Nikki werkt nauwkeurig, gemotiveerd en met veel enthousiasme. Ik wens Nikki veel succes en geluk bij haar carrière en met haar kwaliteiten voorzie ik een zonnige toekomst."

— **Sara van Aarden**, *Lecturer, Hogeschool Rotterdam*, was consultant of zzp'er van Nikki de Kok bij Free Interactive Services B.V.

"Nikki wrote her Thesis on the Long Tail, with a special emphasis on music. She has delivered an excellent document that contains in-depth analysis of our business and a number of recommendations that have proven

to be very valuable."

— **Uriël Ballast**, *Managing Director a.i. Free Interactive Services (Free Record Shop online), Free Record Shop*, gaf leiding aan Nikki de Kok bij Free Interactive Services B.V.

"Nikki was a diligent student. She wrote in our project group a recommendation for the Aldowa enterprise about internet marketing. That all leads to goods results"

— **Charlotte Franken**, *Sales Engineer, Flopac B.V.*, studeerde met Nikki bij Rotterdam University of Applied Sciences

[Maak contact met Nikki de Kok op LinkedIn](#)