

## CURRICULUM VITEA ARJEN JELSMA



## PERSONALIA

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<b>Date of birth</b>	28-07-1982
<b>Place of birth</b>	Mydrecht, NL
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<b>Place</b>	Utrecht
<b>Country</b>	the Netherlands

## EDUCATION

**HBO COMMUNICATIE**  
CHRISTELIJKE HOGESCHOOL WINDESHEIM

**HAVO**  
BORNEGO COLLEGE HEERENVEEN / JOURE

**COURSES**  
HFI CERTIFIED USABILITY ANALYST  
MICROSOFT YAMMER TRAINER  
SCRUM MASTER COURSE SCRUM.ORG

*What I liked most about working with Arjen is that he is able to translate complex transformations in relatively easy to understand approaches with clear timelines.*

*Rick Mans  
Head of Web & Social Media  
Capgemini*

## WORK EXPERIENCE

### **TAM TAM DIGITAL AGENCY – AUG '14-FEB '15**

#### *FREELANCE CONCEPT & STRATEGY*

In my time as freelance digital marketer for Tam Tam I held the position as concepter & strategist. For clients as Sanoma, UPC and de Basis I helped the client with their wishes regarding new websites and campaigns. From a concept point of view and a project management point of view. Therefore I was present during the entire projects

### **LOFT NEDSENSE – MAY '13 – JULY '14**

#### *MARKETING MANAGER*

At LOFT I was responsible for the online & offline strategy and activities. LOFT has 3D software for the interior design retail market and my focus was content- & experience marketing to persuade the b2b clients to use the software. I hereby worked closely together with the sales team of NedSense.

### **CAPGEMINI – NOV '11 – MAY '13**

#### *ONLINE & SOCIAL BUSINESS CONSULTANT*

During my time at Capgemini I focussed my work on Social Media and Enterprise Social Networking; the digital workplace. At a number of larger and smaller clients I was responsible for getting the people of the organization to work with the new technology provided to them.

### **NISB – JULY '07 – NOV '11**

#### *COMMUNICATION ADVISOR*

At the Netherlands Institute for Sports & Physical Activity (NISB) I was a communication advisor. In these 4 years at the beginning of social media and the business benefits of online, I focussed on transforming NISB to a more digital company. Besides this I had multiple project in which I participated.

Read more about these jobs at [www.arjenjelsma.nl/work](http://www.arjenjelsma.nl/work)

### **OTHER STUFF I DID**

JELS CONSULTING - My own Digital Marketing Consulting agency

SV OIKOS NOMOS - My Student Association in which I was active

INTERNSHIPS - i.e. at an advertising agency (InterNext) and at the Marketing Department of TS Products (pharmaceutical products)

## RECOMMENDATIONS FOUND ON LINKEDIN

*Arjen is valuable to any team for his bird's-eye view with which he is able to spot business issues.*

*Ralph vd Pouw  
Sr. Digital Marketing Consultant  
Capgemini*

*Arjen is a creative young professional who is able to transform your ideas into concrete and useful concepts.*

*Clémence Ross  
Director  
NISB*

*Arjen is a smart, service oriented professional with excellent skills in the field of communication, with a good sense of humor.*

*Marian ter Haar  
Quality Manager  
NISB*

*Though most important is that Arjen is great to work with: no nonsense and very honest are the keywords in this matter, which result in a very effective working atmosphere with clear outcomes*

*Rick Mans  
Head of Web & Social Media  
Capgemini*