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**DATE OF BIRTH:** 4 January 1980  
**PLACE OF BIRTH:** Amsterdam

## WORK EXPERIENCE

### 2009 - PRESENT **FREELANCE DIGITAL MARKETING MANAGER / SENIOR PROJECT MANAGER**

Responsibilities included:

- Creating online brand strategies and marketing plans.
- Creating on- & offline campaign concepts.
- Managing crossmedia projects such as marketing campaigns, websites, e-commerce, mobile sites & apps, database set-ups, CMS, social media & search.
- Monitoring and interpreting, SEA, SEO, websites statistics and online campaigns.
- Localisation and implementation international websites and campaigns.

#### **LATEST PROJECT:**

##### **Program Manager BE & NL, Apps, Media and Publishing at Microsoft**

Responsible for strategy, development and implementation of Microsoft's publishing tools: online, desktop and mobile in Belgium and The Netherlands.

#### **COMPANIES I WORKED FOR:**

Dartgroup, Fitzroy , Premium Inc. Microsoft, Ogilvy, Sid Lee, TBWA/ Media Arts Lab, Tribal DDB, VCCP London, Watson & Lewis.

#### **ACCOUNTS I WORKED ON:**

Adidas, ASM International, Bacardi. BBC, Coors Light Beer, Cruyff Footwear, Diageo, Easyjet, Goliath, Heineken, IBM, ING Recruitment, KLM International, Philips, Wessanen & WWF.

For a complete overview and details of the projects I have worked on, please visit:

[www.laurakruger.com](http://www.laurakruger.com)

- 2007-2009**                    **RHINOCREATIONS, ONLINE CAMPAIGN AGENCY**  
Fulltime position: Account manager / Project manager  
Clients: Amstel International, Heineken, Cinemalink.tv, Eredivisie Live.
- 2006 - 2007**                    **FUNX, URBAN RADIO STATION**  
Fulltime position: Department Manager Internet
- 2005**                            **FREELANCE PROJECT MANAGER & VIDEO PRODUCER/EDITOR.**  
Clients: Cordaid, Terre des Hommes and FunX.
- 2002-2004**                    **NETWERK, COMMUNICATION AGENCY**  
Fulltime position: Project manager & Content creator.  
Clients: Ministry of Social Affairs and Employment, City of Amsterdam and  
Technical University of Eindhoven.
- 2002**                            **DOORNOGEL, ONLINE BRAND ACTIVITY**  
Part-time position: Office manager, Affiliate manager & Web editor.
- 1998-2001**                    **KRITERION, ART HOUSE CINEMA**  
Part-time position: diverse functions.
- Summer 1998**                    **JOOP VAN DEN ENDE TELEVISION PRODUCTIONS, TELEVISION PRODUCING**  
Fulltime position: Staff member Audience department.

## **EDUCATION**

- 2003**                            **SMALL BUSINESS, ASSOCIATIVE PRAKTIJKEXAMENS**  
Graduated in: Business Administration, Personnel & Organization, Business plan.
- 1998-2001**                    **FILM- AND TELEVISION STUDIES, UNIVERSITY OF AMSTERDAM**  
Major: Television, media en culture.  
No graduation.
- 1992-1998**                    **VWO, MONTESSORI LYCEUM AMSTERDAM**  
Graduated in Dutch, English, Economics, Math, Geography, History & Art.

## SKILLS

<b>Languages</b>	Dutch - native English- fluently spoken and written
<b>Computer</b>	Skilled on both Apple & PC: <b>Software</b> - All programs of Microsoft Office, MS Project, Visio, Photoshop, Illustrator and Final Cut Pro. <b>Development</b> - Familiar with HTML, PHP, MySQL, JavaScript and Flash. <b>Online</b> – Various Web Analytic programs , Content Management systems, Basecamp and Sharepoint.

## COURSES & PERSONAL INTERESTS

Child support chat training for volunteers (Kindertelefoon), First aid, Webpage designer, film making, travelling (abroad), reading, walking, theatre (no musicals) & cycling.