

Contact

www.linkedin.com/in/felicia-de-jong-86281348 (LinkedIn)
www.juzine.com (Company)

Top Skills

Marketing Strategy
Market Research
Salesforce.com

Languages

English (Native or Bilingual)
Dutch (Native or Bilingual)
Spanish (Elementary)
Chinese (Elementary)

Felicia de Jong

MSc Economics and Business with Marketing Specialization
The Randstad, Netherlands

Experience

Henkel

Marketing Intern Beauty Care Professional
June 2014 - December 2014 (7 months)

Requirements:

- Preparation of (numerical) analyses and evaluations (sales, market potential, competition, etc.)
- Preparation of appropriate promotions and proposals for the two brands.
- Preparation of marketing materials and making presentations in PowerPoint for the sales meetings.
- Managing contacts with our trade press and executing the advertising plan and PR strategy for our professional brands.

This internship required me to use both my creativity and analytical skills to successfully fulfill my duties. Furthermore the demand and time requirements of the tasks required me to develop my organizational and time management skills.

I was assigned an additional competitor analysis project.

TMO Group

Sales Manager
January 2012 - 2012 (less than a year)

Job description included:

- Development of existing and potential commercial areas such as food, beauty, travel, retail and other service industries.
- Selling online and mobile solutions such as: website promotions, iPhone, Android, iPad APPS, mobile application, CRM programs and email marketing programs.
- Analyze clients need and coordinate implementation with the Digital marketing team.

This job required me to find and approach new and suitable clients in the desired industries, cold call to set up appointments and then hold sales pitches at sales meetings. This job helped me develop my communication skills, business skills and negotiation skills and required me to have a flexible mindset and a dynamic, outgoing personality.

Education

Erasmus University Rotterdam

Master of Science (MSc), Economics and Business with a Specialization in Marketing · (2013 - 2014)

The University of Reading

Bachelor of Arts, Management and Business Administration · (2008 - 2011)