

Marike Backer van Ommeren

- Curriculum Vitae -



Personal Details

Family name: Backer van Ommeren
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Date of birth: 29-03-1976
Sex: Female
Nationality: Dutch

Profile

Independent marketing professional with over 6 years FMCG brand experience. Range of roles spanning both client and agency side.

Main area of interest and expertise:

- marketing intelligence;
- marketing dashboards;
- consumer & shopper research;
- shopper marketing.

Worked for FMCG brands like: Procter & Gamble, Interbrew (now AB InBev), United Biscuits, RedBull, Diageo, Vrumona.

Conscientious and enthusiastic, with the power to reach objectives and personal goals. Quick understanding of what is required. Positive "can do" attitude. Likes to work as a team member but also able to work individually. Affinity with brands and communication and interested in what drives consumer and shopper behaviour.

Career Objective

Short to medium term freelance or interim assignments in the broad field of marketing communications. Available for 3 days a week or on project basis.

Career History

March 12 – Present *Development of several websites – see marikebackervanommeren.nl for portfolio.*

Dec. 12 – March 12 *Maternity leave – Feb. 9th our daughter Florine was born.*

Aug. 11 – Nov. 11 *Freelance project manager – Vrumona (Heineken), Netherlands*
As project manager in a Trade Marketing and Shopper Marketing project at the sales department of Vrumona responsible for development and implementation of a new trade marketing strategy to improve the relationship with retail. Furthermore responsible for development of a Shopper Marketing vision and set-up of an extensive shopper research. The project team consisted of three trade managers.

March 11 – Aug. 11 *Interim Market Intelligence & Media Manager – Vrumona (Heineken), Netherlands*
As Market Intelligence and Media Manager at the marketing department of Vrumona responsible for: continuous and ad hoc marketing research (tracking, Gfk, Nielsen, concepttests, pretests, campaign evaluation), consumer insights and trends and all media related issues.

Dec. 10 – March 11 *Freelance assignment – Vrumona (Heineken), Netherlands*
In the NPD project team responsible for:
1) market research (consumer trends, trends in the category food & beverages);
2) consumer insight (qualitative research, focus groups);
3) concept-testing (quantitative research, online surveys).

Jan 10 – Dec. 10 *Development of several websites – see marikebackervanommeren.nl for portfolio.*

Aug 09 – Dec. 09 *Maternity leave – Aug. 25th our son Ewout was born.*

Nov. 08 – July 09 *Freelance assignment – Microsoft, Netherlands*
Development of a Marketing Dashboard for Microsoft. The assignment:
1) to investigate how to improve marketing effectiveness measurement;
2) to map the knowledge base to identify possible critical metrics;
3) the actual design the dashboard.

The dashboard became a collection and visual presentation (website) of what are believed to be the most critical diagnostic and predictive marketing/ communication metrics, organized to promote the recognition of patterns of performance and to identify issues and priorities in marketing.

Dec. 07 – July 08 *Maternity leave – Dec.16th our son Thijn was born.*

Aug 07 – Nov. 07 *Development of several websites – see marikebackervanommeren.nl for portfolio.*

Aug. 06 – Aug. 07 *Year in Spain – see additional info.*

Apr. 06 - Aug. 06 *Two freelance assignments – Starcom, Netherlands*

1) Market Contact Audit. MCA is the first marketing tool that identifies the most effective set of contacts in which to invest from a consumer perspective. This tool was developed by Starcom USA. Prepared the implementation into the Dutch organization.

2) ACE. ACE is a print planning platform that focuses on Accountability, Connectivity and Engagement with the goal of improving models for predicted readership and back-end accountability. This tool is developed by Starcom USA. Responsible for the kick-off of this study in the Netherlands, that was conducted in 2007 by Starcom Netherlands and the Dutch Publishers Association (NUV).

Jan. 04 – Mar. 06 *Media Research Director – Starcom, Netherlands*

Oct. 02 - Jan. 04 *Consumer Insight Manager – Starcom, Netherlands*

Starcom Netherlands, a media services agency, is part of Starcom Mediavest Group, one of the largest media networks in the world. Starcom Netherlands provides complete communications planning and investment across all major media, as well as online buying and strategy for clients like: Procter & Gamble, Interbrew (now AB InBev), LG, United Biscuits, Nintendo, LEGO, Tele2, Fiat Group, BT, Oracle, RedBull and Diageo (Baileys).

Media Research Director: in 2003/2004 Starcom felt the need to improve accountability of their work to clients and wanted to explore the possibility of selling research products to clients. Responsible for setting up a research unit. This task included: 1) investigation of international tools and completing Dutch tool kit, 2) hiring 3 FTE's, 3) integrating research into media strategy and planning and 4) introducing (and selling) research products to clients. As head of the research unit responsible for research budget (250K EUR), management of 3 FTE's and all research products sold to clients.

Consumer Insight Manager: as member of the strategy team involved in development of media strategies for clients and in new business pitches. Within

this team responsible for 'consumer insights' - discovering the links between the brand, the consumer and media in order to get a better understanding of what drives consumer behaviour.

Education

2001 - 2003	Business Administration - International Management at Nijmegen Business School (Catholic University of Nijmegen). <i>Certificate: Master (M.A.)</i> .
1995 - 2001	Psychology – Media Psychology and Organisational Psychology at Utrecht University. <i>Certificate: Master (M.A.)</i> .
1999	MBA courses - Washington University, St. Louis (USA).
1997 - 1998	Business Administration - foundation course at Erasmus University, Rotterdam. <i>Certificate: propedeuse</i>
1994 - 1995	Secondary Education (VWO) - Sonsbeek college, Arnhem.
1989 - 1994	Secondary Education (HAVO) - Rhedens Lyceum, Rozendaal.

Languages

		<i>Speaking</i>	<i>Writing</i>	<i>Reading</i>
Dutch	Native	+++	+++	+++
English	Fluent	+++	+++	+++
German	Average	++	++	++
Spanish	Average	+	+	++

Additional information

- After having worked fulltime for over 3½ years, my boyfriend and I moved to Barcelona in August 06. We have lived there for almost a year and I taught English, German and Dutch at a Language Institute and also started a company in graphic and webdesign. Please see my personal website www.marikebackervanommeren.nl for portfolio.
- Thorough knowledge of MS Office (Word, Powerpoint, Excel), internet, HTML, PHP, SPSS, Photoshop, Macromedia Dreamweaver.

Hobbies

- Sailing, skiing, power yoga;
- Interior design;
- Cooking fancy dinners for family and friends.