



Floor Broer van Dijk

E-COMMERCE
CONTENT PROFESSIONAL

 in/fbroervandijk

PROFILE

**Efficient, reliable, innovative, strong team
player and focus for detail.**

Freelance content professional with
an e-commerce background. 6 years of
experience in platform redesigns/- content
migrations & campaign
strategy in an e-com environment.

CONTACT

+31 644018602
floor@digital-stuff.nl

Amsterdam
22-03-1987 / Dutch

EXPERTISE

CONTENT/PLATFORM MIGRATIONS

CONTENT MANAGEMENT/STRATEGY

PROCESS MANAGEMENT

E-COMMERCE

PLATFORM OPTIMALISATION
Product ownership

AGILE PROJECT MANAGEMENT

MERCHANDISING

WORK EXPERIENCE

FREELANCE DIGITAL CONTENT PROFESSIONAL

July 2018 - Present

Advise on and execution of Content Management, Platform Migration
and Content & Campaign strategy.

3 most recent jobs:

The Student Hotel | February - July 2020

- Project management content production during the migration of TSH's new website from Wordpress to Episerver.
- Set up of a new briefing process for content creation.
- Set up of project management trainings on how to brief & produce new content in the most efficient way.

Bugaboo | June - November 2019

- Content lead during the complete content migration from Hippo to Salesforce Commerce Cloud.
- Set up of content management trainings & content support during the migration. Point of contact for the development agency DEPT.
- Set up of a content migration plan & process.

McGregor New York | November 2018 - November 2019

- Content lead during the set up & development for McGregor.
- Merchandising / content management.
- Set up & execution of a content plan & process.
- Project manager during the platform development proces, owner of the development roadmap & point of contact for the development agency.

Achievements (including previous jobs):

- **The Student Hotel:** Successful website launch of thestudenthotel.com in 5 languages within 4 months.
- **Bugaboo:** Successful content migration & launch of Bugaboo.com on Salesforce Commerce Cloud within 5 months.
- **McGregor:** Successful development & launch of McGregor.com on Shopify Plus within 4 months.
- **CLUSE:** Successful content migration & launch of cluse.com on Shopify Plus.

Skills: project management, product ownership, platform development, content migrations.

CONTENT & CAMPAIGN STRATEGIST @ CLUSE

April 2017 - June 2018

Responsible for the content strategy/development on CLUSE.com.

Achievements:

- Project lead content regarding the development of a new e-commerce website, hosted on Shopify.
- Assisting with the set up of the e-commerce team and its processes.

Skills: project management, process management, content strategy, user experience.

SABBATICAL | August 2016 - March 2017



SKILLS

SHOPIFY (PLUS) - Expert

SALESFORCE COMMERCE CLOUD - Expert

TASK MANAGEMENT TOOLS
Jira / Monday / Asana / Basecamp

HTML / CSS

USER EXPERIENCE TOOLS
Hotjar / Mouseflow

WORDPRESS / SQUARESPACE
TRIDION / EPISERVER - Average

GOOGLE ANALYTICS

XML

ADOBE CREATIVE CLOUD

MICROSOFT OFFICE

WINDOWS / MAC OS X

Languages

DUTCH

ENGLISH

SPANISH / GERMAN

INTERESTS



WORK EXPERIENCE

MANAGER CONTENT SOLUTIONS ECOM @ ADIDAS

April 2015 - August 2016

Responsible for a team of three content specialists and content lead in developing & testing new functionalities.

Achievements:

- Successful set up of a content briefing process and way of working across Site Operations & Campaign delivery teams
- Successful redesign of all adidas & Reebok websites.

Skills: people-, stakeholder-, project- & process management

SENIOR SPECIALIST WEBSITE CONTENT @ ADIDAS

November 2012 - April 2015

Responsible for the implementation of onsite marketing in Demandware for adidas & Reebok webshops in several countries worldwide.

Achievements:

- Successful launch of new webshops for PL/SE/DK/FI for adidas & Reebok.
- Successful on time implementation of important marketing campaigns.

Skills: content marketing, SEO, user experience.

SITE ADMINISTRATOR / GRAPHIC DESIGN @ GROUPON

November 2011 - November 2012

Responsible for the implementation of online deals with the use of a content management system.

Achievements:

- Ability to implement 100 deals a day, fact checked and without mistakes.
- Opportunity to design the look & feel of the online deals.

Skills: patience, eye for detail, creativity, innovation

FREELANCE SOCIAL MEDIA MARKETEER / PRODUCER

April 2010 - October 2011

EDITOR (Television shows) @BLUE CIRCLE

April 2017 - June 2018

EDUCATION

MEDIA & CULTURE

2010 - 2011 @ UNIVERSITY OF AMSTERDAM

MASTER: New Media & Digital Culture

2006 - 2010 @ UNIVERSITY OF AMSTERDAM

BACHELOR: Television studies

PHYSICAL EDUCATION STUDIES

2005 - 2006 @ UNIVERSITY OF APPLIED SCIENCES

Sports management & organization

VWO - PRE UNIVERSITY EDUCATION

1999 - 2005 @ SPINOZA LYCEUM AMSTERDAM

Economy & Society