



# Floor Broer van Dijk

E-COMMERCE  
PROJECT MANAGER



In/fbroervandijk

## PROFILE

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

Freelance e-commerce project manager.

15+ years' experience in platform  
redesigns, , content migrations &  
campaign management in an e-  
commerce environment.

## CONTACT

+31 644018602  
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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 E-COMMERCE PROJECT MANAGER

July 2018 - present

Specialized in project management and the execution of content management, e-commerce merchandising, platform migrations, website redesigns, and

#### **Zwier / September 2024 – May 2025**

· **Digital project manager:** In this position, I'm supporting the relaunch of their new website by coordinating content, aligning internal teams, and acting as the key link between Zwier and the development agency. I ensure SEO is fully optimized, redirects are correctly implemented, contribute to content input where I can, and manage timelines to keep the project on track.

**Skills:** project management, stakeholder management, content coordination

#### **The Social hub / April 2023 – July 2023**

· **Webshop manager:** Managed weekly website performance reporting, content and campaign planning, onsite merchandising, SEO optimization, and A/B testing.

· **Product owner website:** Oversaw the website redesign project, working with UX designers and external agencies to develop new components, rebrand the site, and improve the user journey.

**Skills:** project management, content management, stakeholder management

#### **Joolz / August 2021 – April 2023**

· **Webshop manager:** Handled weekly performance reporting, content and campaign planning, onsite merchandising, SEO optimization, and A/B testing to enhance online sales and user engagement.

· **Product owner website:** Led the website redesign project from start to finish. Collaborated with Joolz's UX designer and Emakina agency to develop new components, refresh the brand's look and feel, and improve the overall user journey.

**Skills:** e-commerce SEO, Google Analytics, Online merchandising, AB-testing

#### **Code d'Azur / August – December 2020**

· **Content roll out manager:** project and content management for launching new parts of the **Polestar** website. Arranging content, copy & translations for 8 countries & languages.

· **Digital content editor:** picking up content request via JIRA, implementing content & arrange translations in their DATO CMS system.

**Skills:** project management, content management, translations management

#### **The Student Hotel / February – July 2020**

**Project manager content development:** Coordinated all content for the launch of TSH's new website on the Episerver platform, ensuring smooth execution and timely delivery.

**Skills:** project management, stakeholder management, planning, flexibility, problem solving

#### **Bugaboo / June – November 2019**

**Content migration manager:** Content lead during the complete content migration from Hippo to Salesforce Commerce Cloud. Successfully launched withing 5 months. 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.

**Skills:** content management, E2E testing, project- and process management



## EXPERT KNOWLEDGE OF

SALESFORCE COMMERCE CLOUD

SHOPIFY PLUS / WEBFLOW

WORDPRESS / SQUARESPACE

TASK MANAGEMENT TOOLS

Jira / Monday / Asana / Basecamp /  
Trello / Slack

USER EXPERIENCE TOOLS

Hotjar / Mouseflow

GOOGLE ANALYTICS

XML

ADOBE CREATIVE CLOUD

MICROSOFT OFFICE

WINDOWS/MAC OS X

## LANGUAGES

DUTCH

ENGLISH

SPANISH/GERMAN

## INTERESTS

CROSSFIT / KICKBOXING /  
SNOWBOARDING

PHOTOGRAPHY / VIDEO EDITING

PLAYING PIANO / TRAVELING

**Mc Gregor New York | November 2018 – November 2019**

**Product owner website & content:** Content lead during the set up & development of their new website. Successfully launched on Shopify plus within 4 months. Responsible for merchandising & content management. Set up & execution of a content plan, SEO strategy & process. Project management during the platform development process, owner of the development roadmap & point of contact for Wolfpack agency.

**Skills:** e-commerce SEO, Google Analytics, Online merchandising, AB-testing

## FULL TIME WORK EXPERIENCE

### CONTENT & CAMPAIGN STRATEGIST - CLUSE

April 2017 – June 2018 | Freelance: June – November 2018

Responsible for the content strategy/development on CLUSE.com

### 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.

### SENIOR SPECIALIST WEBSITE CONTENT - ADIDAS

November 2012 – April 2015

Responsible for the implementation of onsite marketing in SFCC for adidas & Reebok webshops in over 15 countries worldwide.

## 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

PROPEDEUTIC YEAR: Sports management & organization

### VWO – PRE UNIVERSITY EDUCATION

1995 – 2005 | SPINOZA LYCEUM AMSTERDAM

PROFILE: Economy & Society