Marije**Hofland**.nl

PERSONAL DATA

Last name	:	Van Eijk-Hofland
First names	:	(Wilmy) Marije
Address	:	Tiendweg-Oost 1c, 2941 BV LEKKERKERK, The Netherlands
Telephone	:	+31 (0)6 221 225 59
Email address	:	info@marijehofland.nl
Date of birth	:	12 April 1979
Nationality	:	Dutch

SHORT PROFILE & KEYWORDS

An experienced Online & Omnichannel Product Manager / Product Owner / SCRUM Master / Project Manager with in-depth knowledge and a strong focus on quality and ROI. A communication partner for marketeers, online strategists, communication specialists, usability experts and IT developers.

Keywords
Passion, strong focus on results, team builder and player, wide knowledge level, social, independent, enthusiastic, communication, analytical, stress resistant

WORK EXPERIENCE

MARIJEHOFLAND.NL	:	**Owner - Online Product Ownership, Product Management and Project Management** 2010 - present *Lekkerkerk, The Netherlands*
HUSS	:	**Sr. Product Owner / Project Manager a.i.** Feb 2020 – present *Alblasserdam, The Netherlands - Interim assignment for MarijeHofland.nl* Delegated product owner / project manager for several clients of HUSS. In this role I also made and carried out plans to optimize the project organisation & agile way of working in order to better manage projects, engage clients and increase client- and personal satisfaction.
TALPA WEATHER & NEWS	:	**Product / Project Manager Talpa Weather** Feb 2019 – Feb 2020 *Hilversum / Amsterdam, The Netherlands - Interim assignment for MarijeHofland.nl* Project/Product Manager responsible for delivering omnichannel products / services for Talpa Weather and Talpa News.
RTL THE NETHERLANDS	:	**Sr. Product Manager Buienradar a.i.** Mar 2018 – Feb 2019 *Hilversum, The Netherlands - Interim assignment for MarijeHofland.nl*

Sr. Product manager / product owner responsible for the Buienradar website, backend and apps and management of product owners. During this time Buienradar won the Emerce award for Website of the Year (overall, and best and most popular weather and traffic website).

Product Owner Buienradar apps a.i.
Jul 2017 – Mar 2018
Hilversum, The Netherlands - Interim assignment for MarijeHofland.nl
Product owner responsible for the Buienradar apps. The Buienradar app is one of the largest apps in The Netherlands.

Project Manager / SCRUM Master
Dec 2015 - Mar 2018
Hilversum, The Netherlands - Interim assignment for MarijeHofland.nl
RTL Weather and Traffic upgrade, TV broadcast system, redesign RTL Weather and Traffic, Buienradar apps, Buienradar UGC & social media project

Product owner Buienradar apps a.i.
Jun 2016 – Jan 2017
Hilversum, The Netherlands - Interim assignment for MarijeHofland.nl
Product owner responsible for the Buienradar apps. The Buienradar app is one of the largest apps in The Netherlands.

AUDIONOVA INTERNATIONAL

Online Project Manager / SCRUM Master / Agile Coach
May 2015 - Nov. 2015
Rotterdam, The Netherlands - Interim assignment for MarijeHofland.nl
Project Manager in order to deliver an online model driven international retail system using an agile framework and coaching the team and product owner in order to be able to work in an agile manner.

RTL THE NETHERLANDS

Online Project Manager / SCRUM master / Product Manager
Sep. 2013 - Apr. 2015
Hilversum, The Netherlands - Interim assignment for MarijeHofland.nl
Routeradar: a new product for RTL Traffic (backend, apps, website, TV production), redesign Buienradar), new rain radar for Buienradar (core product), redesign Buienradar apps.

ANWB

Senior Online Project Manager / SCRUM master
May 2012 - May 2013
The Hague, The Netherlands - Interim assignment for MarijeHofland.nl
Land van ANWB, ANWB Route planner, ANWB Traffic Information, ANWB New ticketing partner

Business Consultant Land van ANWB
May 2012 - May 2013
The Hague, The Netherlands - Interim assignment for MarijeHofland.nl
Online Strategy Consultant

Senior Online Project Manager
Nov. 2010 - Apr. 2012
The Hague, The Netherlands - Interim assignment for MarijeHofland.nl
Search & Book Campsite, Apps Land van ANWB, Online Declaring, ANWB Travel
Information (online application and mobile website), My Travel Preparation

NOSUCHCOMPANY

Sr. IT Project Manager / Internet Marketing specialist
2006 - 2010
Rotterdam - The Netherlands
Clients included: Microsoft NL, EMEA, WE, World Wide & Shell

BLUE BALLOONS

Owner
2002 - 2007
Capelle aan den IJssel - The Netherlands
Internet marketing, internet strategy, web development & IT training

BI4U

Marketing Manager
2005 - 2006
Driebergen - The Netherlands
Responsible for all online & offline marketing activities: planning, budgeting, co-ordination, execution, result measurements etc.

MDA MEDIA

Internet Marketing Consultant placement
2001
Stockport - United Kingdom
Forming a bridge between Marketing and IT. Clients included: The Accident Group, Health Shield.

CC INTERNET & COMMUNICATIE

Internet Marketing specialist
2000 - 2001
Rotterdam - The Netherlands
Clients included: Trendhopper International, Avery Dennison

EDUCATION

2007 – 2016	:	Spanish
2013	:	Professional SCRUM master - Prowareness (SCRUM.org)
2012	:	Microsoft Enterprise Project Management (EPM)
2008	:	Prince2 - self study
2000 – 2008	:	Several courses Microsoft Silverlight, Adobe Creative Suite
1998 – 2002	:	International School of Economics Rotterdam [ISER]
		International Marketing Management; Bachelors of Arts Honours / BBA
1991 – 1998	:	HAVO, Krimpenerwaard College, Krimpen a/d IJssel.

LANGUAGES

Dutch	:	Mother Tongue
English	:	Fluent
German	:	Good
French	:	Good
Spanish	:	Beginner

COMPUTER SKILLS, PROJECT MANAGEMENT- & DEVELOPMENT METHODS

Operating systems	:	Microsoft Windows, DOS
Applications/Software	:	Microsoft Office (Word, Excel, Access, PowerPoint, Groove, Project, Viso, SharePoint, Outlook, Teams) - JIRA - Confluence - Redmine - Visual Studio Online (agile) – Azure DevOps (agile) - Asana - Online statistics software (e.g. WebTrends, Google Analytics, Comscore, Adobe Analytics) - Content Management Systems (e.g. Hippo, Umbraco, Joomla) - Adobe Creative Suite (e.g. InDesign, Illustrator, Photoshop, Premiere, Adobe XD) - Microsoft Enterprise Project Management (EPM) - FTP software (WS-FTP, Cute FTP, FileZilla FTP) - Newsletter & newsgroup applications - PHPMyAdmin - Pinnacle Studio, Cyberlink PowerDirector
Mark-up language	:	HTML [expert] - DHTML [expert]
Scripting	:	CSS [expert] - JavaScript [good] - PHP [good] - ASP [beginner] - XML [beginner]
Project management- & Development methods / frameworks	:	SCRUM | SAFe | Prince2 | RUP (Rational Unified Process) | Agile | Waterfall

PERSONAL PROJECTS

Reading	:	Ever since I were I child I loved to read, especially thrillers, autobiographies and travel books.
Travelling	:	Travelling and other cultures (both ancient and present) is one of my biggest passions.
Internet	:	In my private life I also love surfing the web discovering new things.
Photography	:	I like making and editing photos.
Home videos	:	I like making and editing my own home videos.
Old-timers	:	I love visiting shows and easy mechanics. The Volkswagen Beetle is my favourite car.

NOTES

In possession of an international driver's license.

REFERENCES

Upon request

RTL THE NETHERLANDS / BUIENRADAR

Product Management / Product Ownership

Buienradar is one of the most visited websites in The Netherlands. Their rain radar is visited by millions of people each month.

The website has won Emerce awards for Website of the Years in 2013 (most popular website Weather and Traffic), 2014 - 2018 (Best and Most Popular website Weather and Traffic). In 2018 it has also won the Emerce award for Best website of The Netherlands.

For Buienradar I was the Sr. Product owner for the website, backend and apps and managed to medior product owners (app, website/backend and meteo products).

Examples of responsibilities:

- strategy, vision
- concept development
- (technical) coordination
- quality control
- budget
- risk management
- time management & planning
- management and set-up backlog
- consumer research
- determining vision and roadmap
- A/B-testing

RTL THE NETHERLANDS / ROUTERADAR

Product Management / Product Ownership / Project Management

RTL Weather & Traffic wanted a new product to make "traffic" an important pillar within the department, next to the weather. Through different apps, a website and television, they provide users (main focus on commuters) with relevant traffic information, both before and during their trip / commute.

During the creation of this project a full concept needed to be created and the full product (consisting of several webservices; back-end; website; apps; television production) needed to be created .

For this project I was the Senior Online Project Manager / Technical Project Lead, as well as the product owner during the concept phase. Examples of responsibilities:

- concept development
- product management
- (technical) coordination
- quality assurance
- risk management
- time management & planning
- project documentation (e.g. business case, project brief, PID, scope definition, reporting, PHR, SLA, etc.))

- SCRUM master-role: introduction of SCRUM within the department, training and coaching and making sure people use the SCRUM framework
- consumer research

AudioNova - Model driven online international multichannel shop system

Project Management / SCRUM MASTER / Agile Coaching

AudioNova wanted a new shop system in order to replace the old system within the 11 countries in which they operate. The keywords to which this new system should comply are stability, maintainability and scalability. In addition this system needs to be ready to support the group's multichannel and CRM activities.

In order to realize this user stories and a concept had to be created and the product had to be created in a model driven manner. In addition the modelling platform needed to be expanded so that the front-end would be connected to the model and could also be created in a dynamic way.

For this project I was the Online Project Manager / SCRUM Master / Agile Coach. Examples of responsibilities:

- (technical) coordination
- time management & planning
- quality control
- risk management
- SCRUM master-role:
  - introduction of SCRUM
  - facilitate and lead SCRUM meetings and activities
  - making sure people use the SCRUM framework
  - monitoring velocity and burn-down rate / create planning & cost estimates
  - protect the team from distractions and interferences and identify & remove impediments
  - manage team resources
- coaching of the SCRUM team, including the product owner
- project documentation (e.g. project plan, scope definition, project highlight reports, etc.)
- stakeholder management for key users within the countries
- concept development
- user research

ANWB - ROUTE PLANNER

Project Management / SCRUM MASTER

In order to make sure that the ANWB route planner will meet the requirements of her members even better, the ANWB has developed a new route planner for her website anwb.nl. This route has been developed together with a development company in South Africa, which means that guidance should also be given to the team in South Africa, in addition to the development team at ANWB. 70 million users use the ANWB route planner each year, which makes it one of the most important parts of anwb.nl.

For this project I am the Senior Online Project Manager / Technical Project Lead. Examples of responsibilities:

- (technical) coordination
- quality assurance
- risk management
- time management & planning
- project documentation (e.g. project brief, PID, scope definition, reporting, PHR, etc.)

- SCRUM master role
- consumer research

MICROSOFT WESTERN EUROPE - SMASH YOUR TARGET

Project Management

For Microsoft WE the SmashYourTarget camping was set up. Target of the campaign was to increase distributor sales of Windows 7. A box with a golden envelope inside was placed in the office of the distributors. The team would be given a sales target by their Microsoft Account Manager. The website and EDMs were used to stimulate the distributors to increase sales. Sales results were measured via Microsoft Sales data. Once the distributor team would smash the set target by selling more Windows 7, they would be sent a lock combination. With this combination they could open the box containing the golden envelope and win great team prizes! For this project I was the senior Project Manager for the Communication Agency. I was responsible for:

- campaign concept co-ordination
- quality assurance
- IT consultancy
- reporting
- project evaluation

The results of this project exceeded expectations. It was well received within Microsoft Western Europe and the project was nominated for a Western Europe Best Practice Award.

ROYAL DUTCH SHELL - VISUAL MEDIA SERVICES PITCH

Project Management and Account Management

When the Royal Dutch Shell contacted the communication agency I have worked for regarding a pitch to set-up and run the Visual Media department at Shell HQ in The Hague I have written all required documents, including the responses to the Request for Information (RFI), Request for Proposal (RFP), supporting documents, report proposals and rate proposals. I have also coordinated the entire process both within the communication agency and towards Shell.

This pitch has resulted in a 3-year contract between the communication agency and Shell (this has been extended). The agency now runs an in-house communication agency within Shell HQ in The Hague consisting of approximately 7 design- and branding specialists and also carries out many Shell assignments within their own offices in Rotterdam and The Hague.

Because Shell appreciated the way I handled the pitch I was requested to continue as their account manager during the first period of the contract.

For more examples of projects I have worked on, please visit my website www.marijehofland.nl.