

Rose Mensink

Wijgert Kooijlaan 14 | 1271 PC | Huizen | The Netherlands
email: rose.mensink@gmail.com | www.rosemensink.com
cellphone: +31634728455

Personal:

Name : Rose Mensink
Place of birth : Noöngan (Indonesia)
Nationality : Dutch



Profile:

A marketing professional with a wide range of experience in product, partner, field and event marketing. Able to work on own initiative and as part of a team. Dedicated to maintaining high quality standards. I have been working for global customers such as Shell, KLM AirFrance, ABN Amro, AMEX and many more.

Education:

- HAVO
- SEPR 1 – Tourism
- Middle Management – ISBW
- Webdesign - Eduvision
- Dutch Law – University Amsterdam
- Master in Event Management (PRINCE2 Project Management Methodology)
- Post-HBO Masterclass Branding & Positioning
- DevOps Institute - DevOps Foundation
- De Baak, Executive coaching – Presenting

Application experience:

- Windows & Mac OS
- Microsoft Office
- Macromedia Flash, Dreamweaver
- Adobe PhotoShop, InDesign, Illustrator, Premiere Pro and Lightroom
- Apple Final Cut Pro, iMovie
- HTMLtools: Flash, Dreamweaver
- CRMtools: Salesforce (SFDC), Hubspot
- CMS: Drupal and Wordpress
- Marketingtools: Marketo, Pardot, Sitecore, Google Adwords & Analytics, vFair
- Project management tools: Trello and Asana
- Webconferencing: Zoom, GoToMeeting, WebEx

Major Strengths:

- Experienced in marketing, sales, project management in a B2B market
- Good knowledge of computer hardware, software and telecommunication
- Flexible, analytical, pragmatic, excellent communication skills, team worker

Languages:

- Dutch and English (native speaker)
- German (working knowledge)
- Bahasa Indonesia (working knowledge)

Spectro Cloud

2022 – Current

Manager, Growth Marketing EMEA

- Responsible for all strategic EMEA demand generation data driven marketing campaigns, online and offline
- Strategic Partner & Alliances management; running local webinars, working with global IT vendors in order to promote our joint marketing campaigns with keypartners such as Canonical and ISV's
- Running event logistics (incl. speaker management / sponsor management etc.)
- Running digital campaigns; ABM, email marketing incl. lead nurturing campaigns, content syndication campaigns/Twitter/SEO/SEM) and webinars
- Budget owner EMEA (online) marketing and onsite events

SUSE

2021

Sr. Field Marketing Manager Benelux and Nordics

- Responsible for all strategic Benelux and Nordics demand generation data driven marketing campaigns
- Strategic Partner & Alliances management; running local webinars, working with global IT vendors in order to promote our joint marketing campaigns with keypartners such as AWS, GoogleCloud and local partners
- Running event logistics (incl. speaker management / sponsor management etc.)
- Running digital campaigns; ABM, email marketing incl. lead nurturing campaigns, content syndication campaigns/Twitter/SEO/SEM) and webinars
- Budget owner Benelux and Nordics (online) marketing and onsite events

XebiaLabs, now Digital.AI (IT)

2017 – 2020

Director, EMEA Marketing

- Responsible for all strategic EMEA demand generation data driven marketing campaigns
- Product Marketing; localise US key messaging for regional markets depending on maturity of countries and launching new products
- Strategic Partner & Alliances management; running local webinars, working with global IT vendors in order to promote our joint marketing campaigns with keypartners such as Red Hat, ServiceNow, AWS and local resellers
- Secure sponsorships
- Running event logistics (incl. speaker management / sponsor management etc.) for DevOps Enterprise Summit in London and Las Vegas (1000 people) and main Gartner summits and symposiums (London and Barcelona)
- Running digital campaigns; ABM, email marketing incl. lead nurturing campaigns, content syndication campaigns/Twitter/SEO/SEM) and webinars
- Budget owner EMEA (online) marketing and onsite events

Arrow ECS (IT)

2016 – 2017

Regional Manager Marketing

- Channel Management Vendor & Reseller management
- Sponsor Management Frontrunners 2017 Incentive
- Online marketing (SEO/SEM)
- Maintaining parts of regional website
- Working with local PR agency
- Budget management

EnterpriseDB (IT)

2014 –2016

Director, Global Events & EMEA Field Marketing

- Strategic Partner & Alliances marketing management (IBM, Red Hat, Infor and Google)
- Product Marketing; Creating compelling messaging for key countries / customers incl. developing a storyline for online video assets / infographics. (ING, Deutsche Bank etc.)
- Running event logistics (incl. speaker management / sponsor management etc.) For example --> EDB's customer summit in San Francisco (1000 attendees) and main Gartner summits and symposiums (Sydney, London, Mumbai, Grapevine, Orlando and Barcelona)
- Running digital campaigns; ABM and email marketing incl. lead nurturing campaigns
- Responsible for global branding (corporate branding)
- Creating global content (telestrations, animations and infographics)
- Running digital campaigns; ABM, email marketing incl. lead nurturing campaigns, content syndication campaigns/Twitter/SEO/SEM) and webinars
- Working with local PR agencies
- Overachieved 3 quarters in 2015, increase # MQL's, # SAL's and sales pipeline

Acquia (IT)

2013 – 2014

Field Marketing Manager Benelux & Nordics

- Responsible for 50% of sales pipeline in regions
- Channel / Partner Marketing
- Maintaining parts of corporate website
- Running all event logistics (roundtables 30 attendees / conference 1900 attendees)
- Increase pipeline by Marketing programs (online / offline, inbound / outbound activities)
- Working with local PR agencies
- Creating video and hardcopy customer case studies
- Achieved 163% of pipeline goal for Benelux and 155% for Nordics in Q4
- Increased the number of MQL's and SAL's by 30% in last two quarters

IBS, International Business Systems (IT)

2010 – 2012

Director, Global Product Marketing

- Identify new target markets (EMEA, AMERICAS and APAC)
- Competitive Intelligence - Detailed analysis of IBS' business performance and competitor trends
- Creating innovative collateral and presentations
- Maintaining parts of corporate website
- Drive New Product Introduction (NPI) strategy, planning and readiness with Product Management and regional Marketing/Branding and Channel teams and countries
- Manage & coordinate new product launch programs across the regions in alignment with the global launch plans
- Marketing leadership for APAC (regional marketing activities)

Infor (IT)

2007 – 2010

Field Marketing Manager (Benelux)

- Responsible for the implementation and end to end execution of campaigns within the Benelux, working closely with the sales team.
- Sponsorship management
- Running all regional events

Contractor (IT)

Throughout the years

Multiple sales & marketing roles at global IT-firms (Accenture / Kaseya)