

MAUREEN BAKKER

ECOMMERCE SPECIALIST / BUYER



+ WORK EXPERIENCE

- 2022–2023** **Bol.com, Utrecht**
Medior Buyer / Category Manager
Ensuring inventory of an optimal assortment through high-quality negotiations and effective supplier management. This leads to better sales, higher margins, and a larger market share. Additionally, connecting with and building new suppliers/brands.
- 2021** **Bol.com, Utrecht**
Senior Campaign & Promotion Specialist
Responsible for the promotion strategy and coordination of campaigns & promotions within the category. Developing new ideas and implementing improvements. Providing guidance and coaching to interns, juniors, and seniors.
- 2020** **Bol.com, Utrecht**
Medior Campaign & Promotion Specialist
Responsible for initiating, directing, and analyzing campaigns and promotions. Pitching data-driven plans to external counterparts and creating support for my ideas.
- 2017–2020** **Bol.com, Utrecht**
Brand Specialist Procter & Gamble
Responsible for the online merchandise strategy and activities. Creating optimal online visibility and revenue through promotions, campaigns, launches, and the right customer journey.

+ EDUCATION

- 2013–2017** **Small Business & Retail Management**
Stenden University, Leeuwarden
Minor Spa & Business Strategy
Minor Eventmanagement
Minor Fashion Specialization
- 2008–2013** **Havo: Economics & Society**
Stad & Esch Zuid Einde, Meppel

+ PERSONALISA

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+ PERSONAL SKILLS

	average	good	skilled
Commercial ability	●●●●●	●●●●●	●●●●●
Result-oriented	●●●●●	●●●●●	●●●●●
Persuasiveness	●●●●●	●●●●●	●●●●●
Analytical ability	●●●●●	●●●●●	●●●●●
Team Player	●●●●●	●●●●●	●●●●●

+ CERTIFICATIONS

- Business English**
Interlingua / 2019
- The Complete Skilled Negotiator**
The GAP Partnership / 2022