

Curriculum Vitae

Personal details

Name: Bart van Poll
Address: Sluisstraat 15 huis
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bartvanpoll@gmail.com
Date & place of birth: May 4 1975, Hazerswoude (Netherlands)
Citizenship: Dutch

Education

1993-1997 Bachelor degree in International Management (diploma 1997)
(Haarlem Business School, Haarlem)
1996 Semester of study at the Graduate School of International Studies
(Yonsei University, Seoul, South Korea)
1997-2001 Master's degree in Business Economics (diploma 2001)
Specialization in Marketing & Information Management
(University of Amsterdam, Amsterdam)
Thesis: Successful applications for mobile channels

Professional experience

Sep 2001 – now **Senior Consultant Marketing & Sales / Media**
Magnus Management Consultants, Naarden

Selection of projects: Hunkemöller, Hilversum
Project: Developing an internet strategy & setting up an internet shop
My tasks: Drawing up business processes, making manuals, testing
Sanoma Magazines, Hoofddorp
Project: Training Internet-usage statistics for Marketing departments
My tasks: Project management, training
BV Programmabladen AKN, Hilversum
Project: Business Process redesign Marketing department
My tasks: Project management, Workshops, Process redesign,
Akzo Nobel, Boxmeer
Project: Setting up an internet shop intranet-shop
My tasks: coordinating tests
Sanoma Magazines, Hoofddorp
Project: Reorganising Advertisement sales department
My tasks: Taking interviews, making quantitative analyses & presentations

Internal projects: Study of Multi Channel Management
My tasks: Project management, interviews
Seminar "The increasing power of the consumer through the internet"
My tasks: Generating idea, Project management

May 2004 – now **Marketing assistant (Part-time)**
Gezond Verzuim Arbo-advies, Amsterdam
My tasks: Drawing up business- en communication plan, building website

Sep 2000– Sep 2001

Marketing assistant (Part-time)

Use IT ICT Solutions, Amsterdam

My tasks:

Drawing up marketing plan, building website

Jan 1997 – Nov 1999

Founder & Manager

ICS France, Chantilly, France

& Eurodidakt Suriname, Paramaribo , Surinam

My tasks:

Starting up and managing (with partner) new foreign establishments

International Correspondence Schools, Scranton, PA, U.S.

Languages

Dutch

Fluent

English

Fluent

French

On a good level

Spanish

On a good level

1994 & 1996

Private courses of Spanish, Antigua, Guatemala

Managerial experience

- Partner V.O.F. Fresh Business since 1996, with which:
 - Manager ICS France
 - Director Stichting E&vP, Surinam
- Chairman Student fraternity Delirious Symbiosis, 1994 & 2002

Various

- Certified SAP SD 4.6b Consultant (2001). Functional knowledge of SAP CRM, SAP Customer Service, Macromedia Dreamweaver, Microsoft Commerce and Microsoft Biztalk
- Membership students' unions Ecoludens (1993-1997), and Amsterdamsch Studenten Corps (1997 - now)
- I take a lot of pleasure following and discussing the developments on the dividing line of internet / technology and communication/marketing.
- My biggest passion is travelling. I have travelled extensively in Southeast Asia, North America and part of South America.

References

Mr. K.O. Eveleens, Fresh Business (partner in starting up companies in Surinam and France)

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