

Resume

Startup Entrepreneur Palm Amsterdam - Student Commerce Economics, Entrepreneurship & Honours Leadership in Marketing

Personal details



Beau Scheepens



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591 Srinagarindra Rd, Suan 10250 Bangkok



November 24th, 1996



Utrecht



Man



Nederlands



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Skills

SPSS Wordpress

SEO

Google Adwords

Education

Sep 2019 - Present

Commerce Economics, Entrepreneurship

University of applied sciences of Amsterdam, Amsterdam

Commercial Economics is a certified e-commerce training. As a commercial economist you bring the outside world inside. You translate the wishes and needs of customers into sales and marketing activities. How you can best bring a product or brand to the attention of the target group. As an independent entrepreneur you help your company score better with market research and insight into trends and developments.

Mar 2022 - Jul 2022

Exchange Program

Stamford International University, Bangkok

Exchange program, courses in: Digital marketing, consumer behaviour, entrepreneurship, creativity & innovation and photography.

Jul 2017 - Present

Business Administration

Leidse onderwijsinstellingen, Leiden

Courses

Present

Honours Programme Leadership in Marketing

This program is about the development of your leadership competencies and how you can apply them in complex change situations from an organizational development perspective, personnel perspective or from a personal development perspective. The program aims to achieve a deepening of marketing knowledge and leadership and consists of three modules:

Digital marketing institute - Content Marketing

Google digital workshop - Digital marketing

Stackskills - Affiliate marketing the fast track

- 1. Professional Development & Branding
- 2. Management of Change

Growth Tribe - Growth Marketing

3. Sustainability

Jul 2022

Jul 2022

2020

2020

formula

2020

Stackskills - Build the perfect SEO optimized Wordpress website

Jul 2022 Aug 2022

Stackskills - SEO Backlink Course

Stackskills - Retargeting & Remarketing

Employment

Dec 2020 - Present

Co-Owner

Palm Amsterdam

Palm Amsterdam is a new sustainable apparel brand specialized in content creation. The brand wants to take a stand against the old revenue

•••• Excel **Twinfield Growth Marketing Photography Content Marketing** Copywriting Languages **Engels** •••• **Nederlands Hobbies** Sports Traveling **Qualities** Entrepreneurial Proactive Ambitious

Competitive

Perseverance

■ Eager to learn

Motivated

model of the Dutch clothing industry and is working towards a new model based on the doughnut economics principle.

Jul 2021 - Mar 2022

International Expansion Intern

DutchBasecamp, Amsterdam

Dutchbasecamp is a startup accelerator that is specialized in supporting startups and scale-ups by ensuring successful growth both in your ecosystem and internationally.

Freelancer

Oct 2020 - Present

Scheepens Sales, Utrecht

B2B sales campaigns and sales consultancy,

Dec 2018 - Jun 2019

Junior campaign manager

European Media Partner, Amsterdam

European Media Partner produces theme-oriented supplements of the highest quality that are distributed in the leading newspapers. Constantly deliver innovative solutions that distributes our advertisers' messages. Theme-specific marketing is an effective way to reach out to your target audience.

Jan 2018 - Nov 2018

Junior Assistent Accountant

Aurillia accountants & adviseurs b.v, Amsterdam Amsterdam based accountancy firm, digital packages for small and medium-sized companies.

May 2014 - Jul 2017

Assistent Storemanager

Aktiesport, Woerden

Profiel

MBTI Type: ENTP