

Resume – Marieke Schovers – Work experience

Name: Marieke Schovers
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Profile

Through my experience in marketing, I am able to create a clear overview of complex structures and make accurate, considered decisions for every specific problem. I am a conceptual thinker and excellent at defining and analyzing problems.

Experience

2011 – present **Junior Brand Manager Lay's Oven**

PepsiCo

Responsible for:

- Setting up and managing quantitative and qualitative research (customer satisfaction, competitors) with external research agencies.
- Developing specific action plans based on the results of research.
- Contact for operational issues surrounding Lay's Oven.
- Supporting the Product Manager in the implementation of new marketing campaigns and strategies.

2010 – 2011 **Marketing Traineeship**

PepsiCo

During my one year traineeship, I rotated between four different teams in the marketing department, namely Trade, Sales, Brand and Product Design. I also attended the Graduate Development Program, where I followed five personal training sessions, including Management and Presentation Skills.

2007 – 2010 **Social Media Expert**

Freelance

With my own company, Social Marieke, I provided consultation on using social media and implementing advertising campaigns for various clients, ranging from startups to SMBs.

2000 – 2008 **Various part-time jobs**

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Education

- 2008 – 2009 **Master of Marketing**
 University of Utrecht
- 2004 – 2007 **Bachelor of Economics**
 University of Utrecht
- 1998 – 2004 **Vwo (higher level high school)**
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Additional activities

- 2011 – present **Committee member for Young PepsiCo**
 For this association, I organized work-related and social activities for PepsiCo employees with less than three years of work experience.
- 2009 – 2010 **World tour through North and South America and Asia**
- 2007 – 2008 **Chairperson for the Maktie student organization**
- 2005 – 2007 **Member of the Young and Entrepreneurial advice group**
 Rabobank Utrecht
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Skills and courses

- Office: extensive knowledge of Word and Excel
 - Course in typing
 - Course in presentation skills
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Languages

Dutch: native
English: fluent
German: reading
French: reading

Hobbies and interests

Politics
Hockey
Skiing

For recommendations and references, please visit my LinkedIn profile.