

Curriculum Vitae



Christine Strijbis

Title MBM
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Born 20 October 1980 (Maasland, Netherlands)
Current Employment Owner CS Communicatie ('02)

Personality

I am: creative, enthusiastic, decisive. A go-getter, thinker and have organizational talent. Inquisitive. I take responsibility and go for the best result. Motto: Communication with a smile!

I like: fresh products, fashion, retail, commercial objectives, well outlined policies, informal culture, colleagues with expert knowledge, working hard and supervising and completing projects from A to Z.

Besides: I enjoy reading, enjoy going out for a meal and exercise regularly with friends (tennis, spinning, walking).

Expertise

- advice on optimum internal and external marketing/communications.
- supervising communication projects/campaigns from A to Z.
- brand and image development.
- organization of events, trade fairs and open days.
- internet project management, webmaster and web 2.0.
- project management, account management & budgetary control.

Education

2009-2010 Eurib/Erasmus University, Rotterdam
Master of Brand Management (MBM)
2005-2006 SRM, Amsterdam
Communicatieadviseur-C
1999-2003 INHOLLAND, Rotterdam
HBO Communicatie Creatief
Thesis: Merken in de sierteeltsector (Brands in the ornamental plants industry).
1993-1999 Christelijk Lyceum Delft
HAVO

Languages

English Good writing and speaking skills
Dutch Excellent writing and speaking skills
Spanish / German Basic writing and speaking skills.

Activities/Training

2005-2009 Varend Corso Westland, volunteer PR working group
Responsible for online promotion, opening event and business relations meeting.
2008 Training 'De adviseur met impact' (Van der Hilst), 6 days
2007 (Dec) Language course Spanish (3 wks), Buenos Aires
2007 (Aug) Writing for the web (3 days), Lectric, Zaltbommel

- 2007 (Jan) Training Tekstschrijven (text writing) (2 months), TC&T Training (Privat)
 2006 Cursus Nieuwe Spelling (New spelling class) (1 day), Information training
 2004 English course, 20 lessons, private teacher
 2003 Training Journalistiek schrijven (journalistic writing)

Work experience (CS Communicatie)

Syngenta (Enkhuizen, Netherlands)

- Bedrijf:** World marketleader in research and development of seeds and cuttings with 600 employees in The Netherlands and more than 24000 world wide. www.syngenta.com or www.syngenta-flowers.com
- Functie:** Marketing & Communication advisor Syngenta Flowers EAME (Europe, Africa, Middle East)
 Marketing Services Specialist Benelux and Central Europe
- Duur:** 16 juli 2010 - 1 september 2011, 36 uur per week.
- Activiteiten:** Set up of all marketing and communication activities for the new organisation, including developing a corporate campaign together with various agencies.
 Project leader 'photography' to develop an 5 year strategy for all picture
 Co-writing marketing communication campaign plans of various vegetables seeds product in B2B environment and sustain targeted product introductions and sales activities in specialized North West European vegetables markets.
 Supporting two local sales teams on communication strategy and marketing support activities towards customers and influencers.
- Prestatie:** Combining strategy and tactic project and fit this in the new departement.
 Online mini-promotion campagne Chrysant.
 Global strategy photography.
 Campaign planning implementation

Priva (De Lier, Netherlands)

- Company:** Building automation in the shape of building control systems for climate control
- Job title:** Communications advisor
- Duration:** 1 April - 14 february 2010, 24 hours per week.
 1 July - 31 September 2008, 24 hours per week.
- Activities:** Setting up of DM campaign for partners, development brochures, introduction e-newsletter.
 Project leader Partnernet (extranet) and drawing up of communication plan new introductions.
- Achievements:** Development concept and DM campaign for product introduction.
 Delivery of sundry brochure material in collaboration with design agency.

Royal Van Zanten (Rijsenhout, Valkenburg and Hillegom, Netherlands)

- Company:** Plant breeding and propagation company in ornamental horticultural products (e.g. chrysanthemum, lily)
- Job title:** Marketing and communications advisor
- Duration:** June 2008 - present (various PR)
 September 2005 until June 2008 (marketing officer varying between 8-24 hours per week)
- Activities:** Development promotional campaigns for product introductions, maintenance website, organization events, coordination photo shoots, supervision internal magazine.
 Recent projects: Internal branding, labour market communication.
- Achievements:** Organization open days (approx. 1000 visitors).
 Introduction of new product concepts to trade and retail.
 Advising management regarding Internal branding and labour market communication.
 Supervision and monitoring corporate identity in various campaigns and resources.

Project supervision launching of new website autumn 2008.

LTO Groeiservice (Bleiswijk, Netherlands)

Company: A network of technology and science for and by market gardeners with regard to crops, technology and entrepreneurship.

Job title: Communications advisor

Duration: 9 February - 1 July 2009 (16 hours per week)

Activities: Execution campaign 'Dag van de Tuinder' (Day of the Market Gardener), including press releases, newsletter, invitation, development new membership and various hands-on projects. Project leader ThemaTuinen/Theme Gardens (3 events in period May/June 2009) and advisor for various different internal projects.

SNS Regio Bank (Utrecht, Netherlands)

Company: SNS Regio Bank focuses on intermediaries and is an independently operating part of SNS Bank.

Job title: Advisor internal and external communication

Duration: 1 December 2008 - 18 February 2009* (28 hours per week)

Activities: Assessing and publishing of all content for intranet and extranet as regards content and from an editorial point of view.
Project officer new website.

Achievements: Keeping internet and extranet up to date.

Floecom (Aalsmeer, Netherlands)

Company: Floecom develops, manages and distributes message standards (ICT)

Job title: Communications advisor

Duration: May 2006 until December 2008, 8 hours per week

Activities: Translating new strategy into all means of communication, introduction new corporate identity campaign (2007), project supervision website. Organization meetings and events. Drawing up of communication plan. Editor in chief newsletter.

Achievements: Organization & communication regarding House of Software (300m2 trade fair pavilion at Horti Fair). Introduction campaign 'Dichter bij de Markt' (Closer to the market) and guiding the communications agency and web agency.

Fair Flowers Fair Plants (Naaldwijk, Netherlands)

Company: Fair Flowers Fair Plant promotes the production of sustainably cultivated flowers and plants.

Job title: Communications advisor & graphic design

Duration: 1 February 2006 until 1 March 2009 (on a project base)

Activities: Advisor and webmaster, designer of posters, POS material and labels. Development of digital newsletters.

Achievements: Advice on online communication & e-mail newsletter.
Implement campaign design in all resources.
Collaboration on translation Fair Trade in all communication.

MPS, MPS-HCS and MPS-ECAS (Naaldwijk, Netherlands)

Company: MPS is owner, administrator and developer of certificates in the horticultural sector

Job title: Communications advisor and designer

Duration: Various short projects from September 2005 until the end of July 2008

Activities: Design of and advice on various means of communication, such as annual report, leaflets, trade fair boards, promotional gifts, project websites Often in collaboration with external designers.

Projects: MPS-Florimark (Trade and Production), MPS-Digiguide

HortiSiS (Naaldwijk, Netherlands)

Company: HortiSiS trades in the Reineri® brand (exclusive flowers for exclusive markets)
 Job title: Marketing/communications advisor
 Duration: 1 May 2008 - 1 July 2008, 16 hours per week
 Activities: Start up corporate magazine for the Reineri brand, final wording and coordination images/design. Fleshing out of corporate identity guidelines, promotional gifts and participation trade fairs.
 Achievements: Concept realization of corporate magazine.
 Interviews and editing of magazine.

KLM Health Services (Schiphol-Oost, Netherlands)

Company: KLM Health Services is a health organization (from health and safety services)
 Job title: Communications advisor
 Duration: August 2007 - December 2007, 5 months, 20 hours per week (replacement maternity leave)
 June 2007 - July 2007, 2 months, 12 hours per week
 August 2006 - December 2006, 5 months, 24 hours per week (replacement maternity leave)
 Activities: Maintenance and development internet and intranet, online campaigns (ad-words)
 Communication advice, project supervision, development resources for promotional campaign (flyers, newsletter, website maintenance). Support internal corporate projects and KLM Travel Clinic.
 Active press approach and maintaining press relations. Writing press releases.
 Achievements: Keeping Internet up-to-date and starting up of online campaigns (e.g. ad-words)
 Communication advice for internal clients.
 Project supervision and guiding the advertising agency.
 Devising and developing of various promotional campaigns, including the 1 year jubilee.
 Various publications in various relevant media.

Municipality of Aalsmeer and Municipality of Uithoorn, Netherlands

Company: The municipalities of Uithoorn and Aalsmeer collaborate in the field of WMO (Social Support Act).
 Job title: Communication officer WMO
 Duration: January 2007 - March 2007, 3 months, 16 hours per week
 Activities: development newsletter, writing texts, maintenance website, press releases, taking care of mailings.
 Achievement: Press and publicity surrounding the opening of new offices & WMO

Fleurplaza (Naaldwijk, Netherlands) (*)

Company: Fleurplaza has a web shop for florists. The flowers are delivered straight from the nursery.
 Job title: Communications officer
 Duration: July 2002 - June 2005, on average 15 hours per week
 Activities: Communication advice, organization trade fair participation, press policy, development corporate identity resources, drawing up of newsletters, website maintenance. Set up all communications right from the start.
 Achievements: set up of all communications for this starting company, organization of various meetings
 Fine-tuning of communication with florists

OOM Verzekeringen (Rijswijk, Netherlands) (*)

Company: OOM Verzekeringen is a specialist in foreign insurances and fire insurances
 Job title: Communications officer
 Duration: August - September 2004 and January - April 2005, on average 15 hours per week
 Activities: development of a sales plan for a new product and target group study with a communication advice plan.
 Achievements: Target group study and analysis.