



E-business consultancy, specialized in Retail- and Telecom e-commerce. Improving online sales

Interim e-marketing manager, project management

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My mission:

I work as an interim e-business consultant, specialized in improving online sales and marketing in retail- & telecom.

E-commerce, e-marketing & communications, direct response marketing, distribution management , product management & channel management are my skills.

I can help you and your organization setting up and successfully implementing your desired e-commerce strategy. I do so by integrating your marketing and communications activities related to the distribution mix and productmix. Using both existing and new business tools and data. Online and offline. Above the line and below the line. And if necessary with callcenter integration.

I am experienced in retail, telecom & communications companies, FMCG, business to consumer. I have done e-business sales assignments for TNT Post, t for telecom (Dexcom group), KPN Mobile, Identity Games and Alice internet.

See for latest assignments and details <http://www.guidopostma.nl>

Keywords:

Retail marketing, telecom marketing, internet marketing & communications, social media advertising, online share of voice, front stores, webshops, fulfillment, aftersales, call centers, online payments, e-mail marketing, direct response marketing, search engine marketing, sms marketing, customer satisfaction management, online surveys, multichannel sales and communications, customer lifecycle management, affiliate marketing, callmenow, live chat, telecommunications, internet service providers, postal companies, business to consumer, retail

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Working experience (from present till past)

Period: 2008/03 – present

Company: Alice internet, <http://www.alice.nl>

Function: interim online marketer

As interim online marketer responsible for all online sales and communications.

- Optimizing order proces www.alice.nl, increasing conversion
- Optimizing usability (redesign and rebuild) www.alice.nl , increasing online orders & customer satisfaction
- Setting up e-mail marketing, lead generation, affiliate marketing, search engine marketing
- Implementing “direct contact” , like call-me-now
- Implementing social media marketing plan
- Implementing online marketing & communications plan

Period: 2007/04 – 2008/2

Company: KPN Mobile, <http://www.kpn.com/mobiele-telefonie.htm>

Function: Freelance senior trade marketer acquisition consumer market



As a senior Trade marketer responsible for converting sales targets to all selling channels: online / offline channels , direct and indirect channels

Customers are e-tailers (gsmweb.nl,gsmshop.nl, etc) KPN.com, large Dutch telecom resellers (The Phone House, t for telecom, Belcompany). Supervision over 2 trademarketeers. The position was based within the acquisition department, responsible for acquiring all new customers. Market development was done in conjunction with product management and proposition management.

- Formulating marketing and communications plans, based on trends & fact based marketing
- Training of retail sales representatives using (and developing) narrowcasting together with sms
- Supporting new media campagne in favor of the new proposition “Flexibel van KPN Mobiel” subscription: hardware incentives, trade sales activities, launching events and mystery shopping
- Creating and implementing network incentives to stimulate sales of voice- and data subscriptions
- Advise and stimulating sales for <http://www.kpn.com/mobiele-telefonie.htm>
- Initiate marketing & communication activities together with resellers (retail / e-tail)
- Direct mailings, sales incentives



Period: 2004/07 – 2007/04

Company: *Dexcom groep / Bluesky internet services b.v.*

Function: **Manager e-commerce / General manager sales & operations**



From 2003/07 till 2007/04:

As a general manager Sales & Operations at Bluesky internet (www.blueskyinternet.nl) in Utrecht responsible for all internet & call center sales activities, starting up the new company, daily operations.

From 2003/07 till 2006/06:

As a manager e-commerce responsible for implementing a e-commerce department within the company; from front store till back office till Aftersales. After 1 year realized more than 10% of revenue (fare share) with an effective call center consisting of six people. Based on year targets, generating sales of telecom contracts, mobile devices, broadband internet, dect telephones, prepaid telephones and accessories.

- Creation, realization & implementation van www.tfortelecom.nl, www.gsmwaanin.nl, www.mobieletelefoons.nl, www.telefoons.nl, www.blueskyinternet.nl, diverse online applications, tools
- Starting up e-marketing; search engine marketing, (organic & paid), affiliate programs, bannering, e-mailings / newsletters, leadgeneration, profile harvesting, direct marketing, print media, barthering
- Setting up a call center, including supervisors, tooling, monitoring, risk management, live chat, video live chat, e-mail, targets and bonuses
- Budget & target responsible for all online activities & formulas. Increase conversion, site traffic, improving customer site- and shop behavior
- Activities took place on daily basis with operational level and board peers:
 - Telecom operators
 - ICT service partners, VOIP specialists
 - Website builders, hardware suppliers
 - Marketing & communication companies;
 - HRM, finance & administration, product management, purchase department
- Reporting directly to members of the board and shareholders
- Supervision of 2 supervisors , call center team of 6- 10 persons
- Complete technical integration with

Period: 2001/07 – 2004/06



Company: *TPG Post*

Function: **Product manager internet / Manager PostShop**

As a product manager internet (Consumer market Marketing department) implementing tactical and strategic e-commerce activities. Developing value added services for TPG Post and her leads and clients. These e-commerce activities were designed to perfectly match chosen target audience and segmentation.

- Concepting & implementation van www.tpgpost.nl (now: <http://www.tntpost.nl/voorthuis/>)
- Development & implementation of new concepts: (Wishyou; now: <http://www.verjaardagskaart.nl/?bnr=169> , personalized stamp, now: <http://www.tntpost.nl/voorthuis/postzegels/eigen-postzegels-maken/>) , online shopping, now: <http://www.tntpost.nl/voorthuis/online-winkel/>
- Developing and implementing a multichannel strategy.
- Responsible sales and operations websales / online shop / postal order activities
- Optimizing sales through online
- E-marketing virals, newsletters, bannering, affiliate marketing, cross sell, cost reduction, database management , CMS,
- Channel shift based on efficiency en value added services

Period: 2000/3 – 2001/6

Company: *Provisory Nederland BV*

Function: **Internet consultant**



Launching the company Provisory as a internet resource company. Acquisition of e-commerce assignments and internet professionals. Provisory was part of <http://www.percon.nl/nl/home>

Period: 1999 – 2000/2

Company: *Interspective*

Function: **Account manager / project manager internet**

Developing and implementing internet concepts, websites and online marketing activities for the hospitality branch

Education (from present till past)

CHN - Hotel Management School Leeuwarden (H.B.O)

Period: 1991 – 1998
Diploma: yes

- Management & Marketing,
- Economics
- Financial Management,
- Effective internet Marketing
- Hotel & Restaurant Management,
- Personnel management.

Middelbare Hotelschool Apeldoorn (M.H.S)

Period: 1990 – 1991
Diploma: propedeuse

Hoger Economisch Administratief Onderwijs (H.E.A.O)

Period: 1989 – 1990
Diploma: no

Hoger Algemeen Voortgezet Onderwijs (H.A.V.O)

Period: 1985 – 1989
Diploma: yes

- Maths
- physics
- Modern art
- Economics
- Dutch
- English