

Tamara Waldmann

Profile

Digital marketing professional with deep expertise in B-to-C markets (consumer goods & services – Eur. Level)

Expertise in ecommerce & lead generation (digital strategy, analytics, consumer experience, consumer behaviour, conversion optimisation, ...)

Proven track record in developing, implementing and adapt strategic plans and developing new online platforms.

Good understanding of different marketing tools: marketing automation, lead generation, content marketing, PPC, affiliate marketing, SEO, ...

Resourceful, energetic, entrepreneurial and flexible. Able to adapt quickly to changing priorities and maintain a positive and cheerful attitude. Born communicator: skilled in detecting the strengths of all team members and use those strengths to reach targets.

Professional Experience

Business owner – *Whizzkidz* - 10/2012-present

Whizzkidz started of as a hobby. I was very interested in online marketing. I made websites in Wordpress for small business owners and for myself for affiliate marketing purposes. With time I gained a lot more knowledge regarding online marketing and became aware that I was more a strategic and analytical person, so I dropped webdesign to focus purely on digital strategy and implementation of new platforms. In addition to this service I also offer help in digital transformation and change management, which is often required to move forward.

Responsibilities/challenges:

- Defining current online activities of clients, market research, define digital roadmap, short term and long term strategic business plans, business proces management, project management, ...
- Define KPI's, build, adapt and implement online strategy according to budget
- Support with implementation of new digital platforms
- Optimise conversion
- Consultancy & management regarding other marketing activities
- Coaching
- Latest projects:
 - Vlerick Business School – education. Digital transformation & project management
 - Lidl Belgium GmbH & Co KG – retail: marketing automation support
 - House Of Talents: B2C & B2B – recrutement. Define short-, mid- and longterm marketingplan (on- and offline), digital transformation & management coaching
 - Europ Assistance: B2C & B2B – insurance. Project Manager digital redesign
 - Wellopet: B2C – veterinary. Consultancy digital strategy, implementation, recruitment & coaching

- Eurotuin/Aveve: B2C – retail. Consultancy website development, digital strategy & recruitment of digital talents
- Metagenics: B2C & B2B – pharma/medical. Consultancy website development, digital strategy & implementation (ecommerce & brand awareness)

Metagenics – *Online Marketeer* - 08/2015-04/2017

Metagenics is number 1 in the production and distribution of food supplements on the professional market in the United States, Australia, New Zealand, and in the Benelux. The last 5 years this company has known a huge growth, mostly in Belgium and little by little in the rest of Europe. European HQ is located in Ostend and has a turnover of approximately €40M.

Responsibilities/challenges:

- Online positioning of our different brands. Each brand (MetaRelax, Similase, Curcudyn, MetaSleep, ...) needed a clear online positioning. People who didn't know the brand yet had to get in touch with our brand (the solution) via our online communication. Challenges here were that there's a very strict regulation regarding what can and can't be said about dietary supplements. I was responsible for the positioning and the content to serve this purpose.
- Brand awareness of the company Metagenics: Metagenics is not known as company in Europe. The products are, but no one knows who makes them. Through the creation of a new website and a new communication plan we started to put the brand "Metagenics" out there. When people see this on any product, they know it's quality.
- Cross channel marketing: design and execute campaigns with product manager that fitted perfectly together.
- Analyse and adapt our online sales channel: defining KPI's and put everything in place to achieve them. Online sales went up with 800% in Europe (not Belgium, Netherlands, Luxemburg or Italy => distribution through pharmacies).
- Analyse and adapt sales of our main online partners: In Belgium, Netherlands, Luxemburg and Italy we work together with online retailers. We analysed our brands in the shops and made changes, in collaboration with our partners, so the online sales would increase.
- SPOC for agencies who we worked with for online campaigns and development creatives

Frucon – *Digital project manager* - 01/2014-07/2015

Frucon² works together with brands and manufacturers to design, build and operate online sales channels. They have a hands on approach towards e-commerce and omni-channel. With a client base of brands such as Samsonite, Neuhaus, Godiva, Corné Port Royal, Jules Destrooper, ... they have been launching and growing successful online brands across major European markets for over 15 years.

Responsibilities/challenges:

- End-to-end responsibility online commercial success of different brands (Godiva, Neuhaus, Jules Destrooper, Corné Port Royal, Gift.be, Giftsforeurope.com): design, implement and adapt digital strategy, defining KPI's, analyses and reporting, forecast and budget control. Manage teams responsible for online marketing, (web)design, logistics, warehouse, customer service.
- Minimise waste: there was a lot of waste, due to products that went out of date. This was a huge cost for the company. I managed to optimise the forecast and adapt our online strategy when necessary so this cost would be avoided as much as possible.
- Optimise communication between departments: there was almost no communication between different departments. This was the reason there were a lot of frustrations and things that went wrong. I optimized communication between departments by making manuals for everyone and implementing meetings so things would go smoother.
- Make company FAVV-compliant: At Frucon we pack and ship food ourselves. The company did nothing for the food safety until I started looking into it. I made sure that we respected the guidelines from FAVV, organised courses regarding food safety, ... The company passed the food safety checks without any problems afterwards.

Education & Qualifications

Education

Hogeschool Gent - Mercator – Bachelor in Business Administration - Marketing – 2010

Sint-Andreasinstituut Oostende – Economy – Modern Languages - 2006

Training/courses

Crunch Analytics Academy - Data Science Course for Analysts – **2019**

Antwerp Management School - Advanced Strategy Management - **2019**

Duval Union Academy – GDPR Masterclass - **2018**

Languages

Language	speak	write	read
Dutch	*****	*****	*****
French	*****	***	****
English	****	****	****
German	*	*	**