CARMEN SCHOLTEN

CONTACT

Adress upon request

(+31) 0618171534

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www.carmenscholten.com

carmenscholten

ABOUT

Age: 34

Nationality: Dutch

Languages: Dutch (mothertongue), English (fluent), German (spoken), Arabic (spoken)

Hobbies: Marketing, painting, diving, animals, playing saxophone

Drivers license

AWARDS

Best new destination expert worldwide by Trip.me '17

Best English expert wordwide by Trip.me '18

IN SHORT

International marketing enthousiast with tourism and management experience. An honest, loyal and hard worker. Is always looking for creative solutions and brings out the best of people.

WORK EXPERIENCE

Freelance marketing expert

Carmenscholten.com | Sept 2020 - present

- Several (digital) marketing activities, such as website building, email automations, social media management, SEO, SEA and CRO

Sales & office manager (parttime)

Peat Digital B.V. | Juni 2021 - Juni 2022

- Optimising sales processes
- Determine and execute sales and business processes
- Translating customer wishes to a practical and foolproof digital strategy
- Account- office and staff management
- Conduct and execute SEO, SEA, CRO, Social Media strategies

Co founder

Pop Up Aqaba | Augustus 2020

- Website design, marketing activities, social media, visual and textual content creation & digital support.

Co-founder and general manager

Mufaja'a Jordan | April 2020 - September 2020

- Website design, marketing activities, development of sales strategy, social media, visual and textual content creation & digital support.

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CERTIFICATES AND WORKSHOPS

Google certificates:
- Google digital marketing
- Google Search Ads
- Google Display Ads
- Google Shopping Ads
- Google App Ads

Master of AI certfication via Coursiv

LinkedIn Certificates
LinkedIn marketing solution fundamentals

Tourism related certificates:
- Advanced digital marketing by Damian Cook.
- Negotiation workshop by Randa Azar.
- Jordan specialist in adventure, religion and Jordan wide specialist by JTB North America

PUBLICATIONS

Bedrijf van een Wereldwijf
Co-author, book about 35 Dutch female entrepreneurs abroad.

LINDA.nl
Several blogs on LINDA.nl under the then known category "Linda's wereldwijven"

OTHER SKILLS

Microsoft Office
Microsoft Power BI
WordPress
Screaming frog
Semrush

Founder and general manager

In2Jordan | 2013 - 2020

- Daily management of staff members, financial reporting, (digital) marketing, sales strategy development & optimatisation.

EDUCATION

Stenden University

Bachelor in Commerce | 2007 - 2012

- With minors in Cross Cultural Management and Sustainable Entrepreneurship

OTHER ACTIVITIES DURING STUDY

- President of student club Dionysus
- Participant in Unit Commission of Economics, MR, GMR, Complaint commission, Educative commission of economic studies

REFERENCES

Wilmy Matton - Co-owner of Plansel International Wineschool in Portugal. +31 (0) 6 160 480 66