



# FLORIS MEULENSTEEN

05/11/1994

FLORISMEULENSTEEN.NL  
TILBURG, THE NETHERLANDS

## PROFILE

A passionate and dedicated venture builder consisting of diverse skill sets ranging from the ability to; detect consumer problems, pinpoint market gaps and find the key benefits of a proposition. After developing an MVP that customers love, I use data-driven marketing techniques to find the target audience and scale the customer base.

## SKILLS

### Languages

Dutch ● ● ● ● ●  
English ● ● ● ● ●

### Knowledge

Lean Startup ● ● ● ● ●  
Growth Hacking ● ● ● ● ●  
Social Advertising ● ● ● ● ●  
Financial Modeling ● ● ● ● ●  
Email Marketing ● ● ● ● ●  
Search Engine Optimisation (SEO) ● ● ● ● ●  
Search Engine Advertising (SEA) ● ● ● ● ●

### Tools

HubSpot ● ● ● ● ●  
Wordpress ● ● ● ● ●  
Microsoft Excel ● ● ● ● ●  
Zapier ● ● ● ● ●  
Adobe InDesign ● ● ● ● ●  
Adobe Illustrator ● ● ● ● ●  
Adobe Photoshop ● ● ● ● ●  
Google Analytics ● ● ● ● ●  
Google Tag Manager ● ● ● ● ●

## EDUCATION

### Fontys University of Applied Sciences

*Bachelor (BSc) in Marketing Management, Digital Business Concepts*  
2015 - 2021

### Avans University of Applied Sciences

*Foundation year in Business Administration, Management, Economics & Law*  
2014 - 2015

### Summa College

*Vocational college in Accountancy*  
2011 - 2014

## INTERESTS

Startups & scale-ups      Customer development  
Growth hacking            Corporate innovation

## EMPLOYMENT HISTORY

### Product Developer

*Gritd | Dec 2021 to present (fulltime)*

- \* Attracting and retaining customers (such as investors, business developers, programme managers, etc.) for startup development training courses
- \* Helping commercialise a reporting tool that allows customers to track the growth of startups and scale-ups
- \* Automating the onboarding flow
- \* Participating in accelerator programmes for entrepreneurs at multiple universities

### Venture Builder

*DSG | Dec 2019 to Dec 2021 (fulltime)*

- \* Helping the board of directors in creating a 5-year strategy plan for its ventures department
- \* Building a new corporate venture from scratch while writing an intrapreneurial thesis
- \* Fine-tuning acquisition and retention for a mobile app
- \* Providing hands-on customer development and marketing support (such as doing customer interviews, building online marketing campaigns, etc.)
- \* Doing full-funnel data analysis
- \* Automating marketing en sales processes
- \* Creating comprehensive business cases

### Online Marketer

*Planjeuitje.nl | Jun 2019 to Dec 2019 (parttime)*

- \* Defining and setting up online marketing experiments
- \* Publishing content together with the copywriter

### Webcare Agent

*ASEGA | Jun 2019 to Dec 2019 (parttime)*

- \* Managing social media channels for several major shopping malls

### Growth Hacker

*Mental Health Warriors | Jun 2019 to Sept 2019 (fulltime)*

- \* Working on a growth strategy
- \* Acquiring customers with the least possible budget

### Intern Startup Development

*BW Ventures | Jan 2019 to Jun 2019 (fulltime)*

- \* Participating in growth hacking workshops at an agency
- \* Assisting on an innovation project at a corporation
- \* Helping startups grow in the pre-accelerator and accelerator programme