

PERSONAL DATA

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First names : (Wilmy) Marije
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Date of birth : 12 April 1979
Nationality : Dutch

SHORT PROFILE & KEYWORDS

An experienced online project manager / SCRUM master / product owner with in depth knowledge and a strong focus on quality and ROI. A strong communication partner for marketers, communication specialists, usability experts and IT developers.

Keywords

Passion, strong focus on results, team player, wide knowledge level, social, independent, enthusiastic, communication, analytic, stress resistant

WORK EXPERIENCE

2010 - present : MarijeHofland.nl, Capelle aan den IJssel - The Netherlands
Owner - Freelance Senior IT Project Manager / Internet Marketing specialist

Mar. 2018 – present : RTL Nederland – Buienradar (RTL Weather and Traffic)
Sr. Product Owner Buienradar a.i.
[Sr. Product owner responsible for the Buienradar website, backend and apps and management of medior product owners]

Dec. 2015 – Mar. 2018 : RTL Nederland – Buienradar (RTL Weather and Traffic)
Project Manager Weather and Traffic
RTL Weather and Traffic broadcast systeem, nieuw design RTL RTL Weather and Traffic, Buienradar Social, Buienradar Photo & Video UGC, Buienradar radio productions]

Jun. 2016 – Jan. 2017 : RTL Nederland – Buienradar (RTL Weer en Verkeer)
Product owner Buienradar apps a.i.
[Product owner for Buienradar Android, iOS, Windows and Samsung apps]

May 2015 – Nov 2015 : AudioNova International B.V.
Online Project Manager / SCRUM Master / Agile Coach
[Model driven online international multichannel shop system]

Sep. 2013 - Apr. 2015 : RTL The Netherlands – Buienradar (RTL Weather and Traffic)

- Online Project Manager / Product Manager*
[Routeradar: a new product for RTL Traffic, which consists of apps, website, TV production; a new concept for Buienradar (one of the largest websites in The Netherlands); the development of a new rain radar for Buienradar; Buienradar apps]
- May 2012 - May 2013 : ANWB, The Hague - Nederland
Senior Online Project Manager
[Land van ANWB, ANWB Route planner, ANWB Traffic Information, ANWB New ticketing partner]
- May 2012 - May 2013 : ANWB, The Hague - Nederland
Business Consultant Land van ANWB
- Nov. 2010 - Apr. 2012 : ANWB, The Hague - The Netherlands
Senior Online Project Manager
[Search & Book Campsite, Apps Land van ANWB, Online Declareren, ANWB Travel Information (online application and mobile website), My Travel Preparation]
- 2006 – 2010 : NoSuchCompany, Rotterdam - The Netherlands
Senior IT Project Manager / Internet Marketing specialist
[clients included: Microsoft NL, EMEA, WE, World Wide & Shell]
- 2002 – 2007 : Blue Balloons, Capelle aan den IJssel - The Netherlands
Owner - internet marketing, internet strategy, web development & IT training
- 2005 – 2006 : Business Intelligence BV [BI4U], Driebergen - The Netherlands
Marketing Manager, responsible for all online & offline marketing activities: planning, budgeting, co-ordination, execution, result measurements etc.
- 2001 : MDA Media Ltd, Stockport - United Kingdom
Internet Marketing Consultant placement, forming a bridge between Marketing and IT
[clients included: The Accident Group, Health Shield]
- 2000 – 2001 : CC Internet & Communicatie, Rotterdam - The Netherlands
Internet Marketing specialist (placement and employment)
[clients included: Trendhopper International, Avery Dennison]

EDUCATION

- 2007 - present : Spanish
- 2013 : Professional SCRUM master - Prowareness (SCRUM.org)
- 2012 : Microsoft Enterprise Project Management (EPM)
- 2008 : Prince2- self study
- 2000 – 2008 : Several courses Microsoft Silverlight, Adobe Creative Suite
- 1998 – 2002 : International School of Economics Rotterdam [ISER]
 International Marketing Management; Bachelors of Arts Honours / BBA
- 1991 – 1998 : HAVO, Krimpenerwaard College, Krimpen a/d IJssel

LANGUAGES

- Dutch [Mother Tongue]

English	[Fluent]
German	[Good]
French	[Good]
Spanish	[Beginner]

COMPUTER SKILLS, PROJECT MANAGEMENT- & DEVELOPMENT METHODS

Operating systems	: Microsoft Windows, DOS
Applications/Software	: Microsoft Office (Word, Excel, Access, PowerPoint, Groove, Project, Viso, SharePoint, Outlook, Teams) - JIRA - Confluence - Redmine - Visual Studio Online (agile) - Online statistics software (o.a. WebTrends, Google Analytics, Comscore, Adobe Analytics) - Content Management Systems (o.a. Hippo, Umbraco, Joomla) - Adobe Creative Suite (o.a. InDesign, Illustrator, Photoshop, Adobe XD) - Microsoft Enterprise Project Management (EPM) - FTP software (WS-FTP, Cute FTP, FileZilla FTP) - Newsletter & newsgroup applicaties - PHPMyAdmin - Pinnacle Studio, Cyberlink PowerDirector
Mark-up language	: HTML [expert] - DHTML [expert]
Scripting	: CSS [expert] - Javascript [good] - PHP [good] - ASP [beginner] - XML [beginner]
Project management- & Development methods / frameworks	: Prince2 SCRUM RUP (Rational Unified Process) Agile Waterfall

PERSONAL PROJECTS

[1997 - 2012]	: A website for victims of sexual violence. This website has won awards for Digital Volunteer April 2002 And best informative website at webmensen.nl in 2002 [www.seksueelgeweld.nl].
2005	: Author 'Handbook Sexual Violence' for teachers within the primary education system.
2002-2008	: Guest lecturer at several universities; Psychology Department - Social Science - Educational Science, The Centre for Child Support, the Police Academy in The Hague.

HOBBIES

Reading	: Ever since I were I child I loved to read, especially thrillers, autobiographies and travel books.
Travelling	: Travelling and other cultures (both ancient and present) is one of my biggest passions.
Internet	: In my private life I also love surfing the web.
Photography	: I like making and editing photos.
Home videos	: I like making and editing my own home videos.
Old-timers	: I love visiting shows and easy mechanics. The Volkswagen Beetle is my favourite car.

NOTES

In possession of an international drivers license.

REFERENCES

Upon request.

PROJECT EXAMPLES (FOR MORE PROJECTS PLEASE VISIT WWW.MARIJEHOFLAND.NL)

RTL THE NETHERLANDS



Buienradar Product Owner

Buienradar is one of the most visited websites in The Netherlands. Their rain radar is visited by millions of people each month.

The website has won awards for website of the year in 2013 (most popular website Weather and Traffic), 2014, 2015, 2016, 2017, 2018 (Best and most popular website Weather and Traffic).

For Buienradar I was the Sr. Product owner for the website, backend and apps and managed to medior product owners (app, website/backend and meteo products).

Examples of responsibilities:

- (technical) coordination
- quality control
- budget
- risk management
- time management & planning
- management en set-up backlog
- consumer research
- determining vision and roadmap
- A/B-testing
- concept development



Routeradar

RTL Weather & Traffic wanted a new product to make "traffic" an important pillar within the department, next to the weather.

Through different apps, a website and television, they provide users (main focus on commuters) with relevant traffic information, both before and during their trip / commute.

During the creation of this project a full concept needed to be created and the full product (consisting of several webservices; back-end; website; apps; television production) needed to be created .

For this project I was the Senior Online Project Manager / Technical Project Lead, as well as the product owner during the concept phase.

Examples of responsibilities:

- (technical) coordination
- quality assurance
- risk management
- time management & planning
- project documentation (e.g. business case, project brief, PID, scope definition, reporting, PHR, SLA, etc.)
- concept development
- product management
- SCRUM master-role: introduction of SCRUM within the department, training and coaching and making sure people use the SCRUM framework
- consumer research



NEW RAIN RADAR

Buienradar is one of the most visited websites in The Netherlands. Their rain radar is visited by millions of people each month.

Buienradar was acquired by the RTL group a few years ago. The rain radar was still being supplied by the previous owners and this contract ended this year. Therefore, RTL needed to create their own and improved Buienradar. The website has won the award Website of the Year in 2013 (most popular website Weather & Traffic) and 2014 (best and most popular website Weather & Traffic).

For this project I was the Senior Online Project Manager / Technical Project Lead / SCRUM master. Examples of responsibilities:

- (technical) coordination
- quality assurance
- risk management
- time management & planning
- project documentation (e.g. project brief, PID, scope definition, reporting, PHR, etc.)
- SCRUM master-role:
 - introduction of SCRUM within the department

- training and coaching of developers and product owners
- facilitate and lead SCRUM meetings and activities
- making sure people use the SCRUM framework
- monitoring velocity and burn-down rate / create planning & cost estimates
- protect the team from distractions and interferences and identify & remove impediments
- manage team resources



BUIENRADAR 3.0

Buienradar is one of the most visited websites in The Netherlands. Buienradar was acquired by the RTL group a few years ago. Since then small changes have been made to the website and apps have been created. The overall concept, however, is not thought to be future proof and does not take into account the massive shift from web to mobile devices and the way people consume the weather - and information in general - both now and in the future.

During the concept phase I was the Senior Online Project Manager during the concept phase. Examples of responsibilities:

- co-ordination
- quality assurance
- concept creation
- consumer research



Buienradar 3.0 - apps

The Buienradar apps are among the most popular apps in the Netherlands. However, the apps were not perceived as user friendly and did not take into account the way people consume weather information – both at present time and in the future.

For this project I was the Senior Online Project Manager during the concept phase and product owner a.i. during the development phase. Examples of responsibilities are:

- (technical) coordination
- quality control
- budget
- risk management
- time management & planning
- project documentation (e.g. scope definition, reporting,

AUDIONOVA INTERNATIONAL



PHR, etc.)

- Project owner - role
- Consumer research
- determining vision and roadmap
- concept development

Model driven online international multichannel shop system

AudioNova wants a new shop system in order to replace the old system within the 11 countries in which they operate. The keywords to which this new system should comply are stability, maintainability and scalability.

In addition this system needs to be ready to support the group's multichannel and CRM activities.

In order to realize this user stories and a concept had to be created and the product had to be created in a model driven manner. In addition the modeling platform needed to be expanded so that the front-end would be connected to the model and could also be created in a dynamic way.

For this project I was the Online Project Manager / SCRUM Master / Agile Coach. Examples of responsibilities:

- (technical) coordination
- time management & planning
- quality control
- risk management
- SCRUM master-role:
 - introduction of SCRUM
 - facilitate and lead SCRUM meetings and activities
 - making sure people use the SCRUM framework
 - monitoring velocity and burn-down rate / create planning & cost estimates
 - protect the team from distractions and interferences and identify & remove impediments
 - manage team resources
- coaching of the SCRUM team, including the product owner
- project documentation (e.g. project plan, scope definition, Project Highlight Reports, etc.)
- stakeholder management for key users within the countries
- concept development
- user research

ANWB



LAND VAN ANWB

The ANWB has the ambition to make "leisure" one of the most important pillars of the organisation, next to mobility. She wants to develop herself to be one of the most important players in the leisure market for (potential) members and to contribute to "Recreation nearby" as a central theme of vision 20|20. Doing this she wants to make herself more relevant for her members, strengthen the organisation and improving society.

For this project I was the Senior Online Project Manager / Technical Project Lead, as well as a business consultant. Examples of responsibilities:

- (technical) co-ordination
- quality assurance
- risk management
- time management & planning
- project documentation (e.g. business case, project brief, PID, scope definition, reporting, PHR, SLA, etc.)
- consultancy in order to determine the strategy for the "Land van ANWB"
- SEO consultancy



ROUTE PLANNER

In order to make sure that the ANWB route planner will meet the requirements of her members even better, the ANWB has developed a new route planner for her website anwb.nl. This route has been developed together with a development company in South Africa, which means that guidance should also be given to the team in South Africa, in addition to the development team at ANWB. 70 million users use the ANWB route planner each year, which makes it one of the most important parts of anwb.nl.

For this project I am the Senior Online Project Manager / Technical Project Lead. Examples of responsibilities:

- (technical) co-ordination
- quality assurance
- risk management
- time management & planning
- project documentation (e.g. project brief, PID, scope

definition, reporting, PHR, etc.)

- SCRUM master role
- consumer research



TRAFFIC INFORMATION

Together with her new partner TomTom the ANWB developed her new traffic information for the anwb.nl website. The traffic information has the highest traffic numbers of the ANWB-website.

During the absence of a colleague I took over this project as a Senior Online Project Manager / Technical Project Lead. Examples of responsibilities:

- (technical) co-ordination
- quality assurance
- risk management
- time management & planning
- project documentation (e.g. project brief, PID, scope definition, reporting, PHR, etc.)
- SCRUM master role



APPS LAND VAN ANWB

The ANWB want to create 2 apps (Android and iPhone) in order to be the main app for their pillar "Leisure". The apps will be created by an external party, which have been selected via a pitch.

I have coordinated this pitch, written the briefing documents for the external parties and stated the criteria based on which the decision would be made. Once the project started I was the Senior Online Project Manager / Technical Project Lead for this project. Examples of responsibilities:

- (technical) co-ordination
- quality assurance
- risk management
- time management & planning
- project documentation (e.g. project brief, PID, scope definition, reporting, PHR, etc.)



ANWB TRAVEL INFORMATION

For the ANWB (the Dutch AAA) an application has been developed, which allows visitors of anwb.nl to create a small travel guide containing their own custom practical travel information. After selecting their personal content on the website, visitors can download their personal guide as a PDF-document or as an ePUB file to use on their iPad or eReader.

For this project I was the Senior Online Project Manager / Technical Project Lead. Examples of responsibilities:

- (technical) co-ordination
- quality assurance
- risk management
- time management & planning
- project documentation (e.g. project brief, PID, scope definition, reporting, PHR, SLA, etc.)



SEARCH AND BOOK CAMPSITE

For the ANWB (the Dutch touring club) a website was developed. On this website people can find more information about campsites, check availability and book online. SEO was a key factor for this project. Based on the research of WUA the website has been awarded "best travel website" multiple times.

At this moment version 1 of this website has been launched. Further development will be carried out in additional phases within the scope of this project. When the project had already started I replaced the project manager, since there was a need for a project manager with online experience.

For this project I was the Senior Online Project Manager / Technical Project Lead and in charge of:

- (technical) co-ordination between the French developer and the ANWB project team
- quality assurance
- risk management
- time management & planning
- reporting
- project board meetings
- project documentation (e.g. BC, PHR, SLA, scope definition)

- IT/IM consultancy

MICROSOFT (The Netherlands, EMEA, Western Europe and World Wide)



MICROSOFT MEA

GOLD COINS / BOOST YOUR SALES

For Microsoft MEA a sales promotion engine was created. This engine provides a flexible, cost effective and time efficient way to launch Microsoft to partner campaigns within the Middle East and Africa.

As a senior project manager I was responsible for the start-up phase of this project:

- Concept development
- Cost calculations and business case
- Process analysis
- Proof of concept
- Project set-up



MICROSOFT WESTERN EUROPE

SMASH YOUR TARGET

For Microsoft WE the SmashYourTarget campaign was set up. Target of the campaign was to increase distributor sales of Windows 7. A box with a golden envelope inside was placed in the office of the distributors. The team would be given a sales target by their Microsoft Account Manager. The website and EDMs were used to stimulate the distributors to increase sales. Sales results were measured via Microsoft Sales data. Once the distributor team would smash the set target by selling more Windows 7, they would be sent a lock combination. With this combination they could open the box containing the golden envelope and win great team prizes! For this project I was the senior Project Manager for the Communication Agency. I was responsible for:

- campaign concept co-ordination
- quality assurance
- IT consultancy
- reporting
- project evaluation



The results of this project exceeded expectations. It was well received within Microsoft Western Europe and the project was nominated for a Western Europe Best Practice Award.



MICROSOFT WORLD WIDE

OPC LITE

For Microsoft World Wide a business case and pilot project was set-up to determine whether and why Microsoft should invest in a "lite" website to reach the OEM Partners. A lite version was preferred, because the channel indicated there was a need for a website, which contained all necessary information in a way that was easily accessible in the local language (instead of the very large, extensive international website). During this pilot phase I was involved as a consultant for the company that built the website.

After the pilot proved to be successful the project was rolled out many countries world wide. Because of the successful roll-out Microsoft thanked me with an appreciation tablet.

For this project I was responsible for:

- project set-up and co-ordination for the agency that built the websites
- process set-up for the agency that built the websites
- quality assurance
- IT consultancy

ROYAL DUTCH SHELL



VISUAL MEDIA SERVICES PITCH

When the Royal Dutch Shell contacted the communication agency I have worked for regarding a pitch to set-up and run the Visual Media department at Shell HQ in The Hague I have written all required documents, including the responses to the Request for Information (RFI), Request for Proposal (RFP), supporting documents, report proposals and rate proposals. I have also co-ordinated the entire process both within the communication agency and towards Shell.

This pitch has resulted in a 3-year contract between the communication agency and Shell (this has been extended). The agency now runs an in-house communication agency within Shell HQ in The Hague consisting of approximately 7 design- and branding specialists and also carries out many Shell assignments within their own offices in Rotterdam and The Hague.



IT CONSULTANCY

Since IT is a new area of expertise for Shell Visual Media Services I have acted as a consultant and project manager for the communication agency during several IT and internet related projects. These projects include web pages, intranet sites, Flash animations, IT templates, etc.

I have also assisted in setting up several process documents that can be used by the design team and Shell Project Managers when working on Shell IT projects.