

JORIS JONKER

Freelance Marketing Manager

PERSONAL PROFILE

Driven manager with 18+ years of account and leadership experience in marketing, strategy, brand and project management.

EXEC. EDUCATION

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CONTACT

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EXPERIENCE

FREELANCE MARKETING MANAGER

jorisjonker.com | 01.2021 – present

Offering agencies and marketing organizations support in the areas of account-, project- and brand management, incl. digital marketing and business development.

CLIENT PARTNER

Saatchi & Saatchi Pro and Digitas PixelPark | 06.2018 – 02.2020

Leading and consulting international B2B and digital accounts as a client partner and member of management.

Defended the T-Systems campaigning and digital account, setup the Visa B2B account and launched the brand Schwarz Produktion.

SABBATICAL

Parental Pause | 06.2017 – 05.2018

KEY ACCOUNT DIRECTOR

BBDO | 01.2012 – 05.2017

Supervised 20 people, incl. training, mentoring and quality management.

Majority of freelance staff expressed their interest in joining the agency in permanent employment.

Managed integrated international campaigns, from strategy and briefing until final delivery of assets.

Improved cost transparency and forecast for campaigns, on both agency and third-party level.

Executed planning, budgeting and reporting the smart campaigning account, handling 1.6M Euro p.a.

Raised efficiency for Bosch account, by surpassing revenue of prior year, with a substantial smaller account team.

Reorganized the Gigaset account and switched to agile, enabling planning, budgeting, ideation, execution and final delivery of assets on time for product launch, in only 4 months.

VISA

T-Systems

Gigaset

VDA



LOEWE.

BOSCH



ACCOUNT MANAGER

Scholz & Friends | 03.2008 – 12.2011

Ensured quality of all operative processes and delivered work.

Coordinated and consulted directly with clients.

Supervised trainees and interns, incl. training and quality management.

Participated and organized in team that defended the Loewe account and won the Mercedes-Benz Busses account.

Managed re-briefing, briefing, planning, budgeting, implementation and invoicing of projects.

ACCOUNT EXECUTIVE

Selmore | 01.2007 – 12.2007

JUNIOR ACCOUNT MANAGER

Scholz & Friends | 03.2006 – 12.2006

EDUCATION

NORTHWESTERN | KELLOGG SCHOOL OF MANAGEMENT

Digital Marketing Strategies. Marketing Transformation. | 08.2020 – 10.2020

HARVARD BUSINESS SCHOOL ONLINE

Credential of Readiness Program. Pre MBA. | 04.2019 – 09.2019

COLUMBIA BUSINESS SCHOOL NEW YORK

Digital Marketing and Digital Strategies for Business. | 04.2019 – 09.2019

SCRUM.ORG

Scrum Master – PSM 1 Certificate. | 10.2017 – 11.2017

INHOLLAND UNIVERSITY AMSTERDAM RYERSON UNIVERSITY TORONTO

Bachelor of Economics, Int. Business & Languages. | 09.2001 – 08.2005