

Curriculum

Personal details

W.J.Schüngel
Willem Johan
Zocherstraat 59-1
1054 LT Amsterdam
The Netherlands

+31(0)6-46603877

willem@schungel.nl

www.schungel.nl

nl.linkedin.com/in/willemschungel

www.twitter.com/wschungel

Born February 25th 1978, Utrecht, The Netherlands
In possession of driver's licence and car

Marital status: Living together with girlfriend and son

Nationality: Dutch

Sex: Male

In possession of VAR-WUO

Chamber of commerce number 34394562, Amsterdam

Personal profile

- Creative
- Entrepreneur
- Networker
- Teampayer
- Result-driven

Educational level

2000 – 2003 HBO Bachelor Commercial Real Estate. Achieved diploma in 2003.
1997 – 2000 Economics at the University of Amsterdam. Did not finish.
1995 – 1997 High School; VWO Alberdingk Thijm College in Hilversum.
1990 – 1995 High School; HAVO Alberdingk Thijm College in Hilversum.

Work experience

2011- current **Freelance Digital manager Global Marcom Philips Consumer Lifestyle**
Responsible for the online execution of international (product) campaigns. Managing agencies responsible for the creation of digital assets and development of toolkits for regional localization of campaigns.

Campaigns including Wake-up Light (Facebook / iPhone App / Digital banners & Philips.com presence) and Male Grooming Engagement Platform "Express Yourself Every Day". This platform consists of a complete digital ecosystem on Philips.com & Social touchpoints, combining bought, earned and owned media.

2010 - 2011 **Freelance SEA consultant ING B-2-B community**
Responsible for the initiation, deployment and monitoring of SEA campaigns voor ING B-2-B community www.ondernemerssupport.nl.

2010 **Freelance e-marketer ING Retail B-2-B**
Responsible for the execution and optimisation of online marketing campaigns for ING Retail B-2-B. Initiation of SEA campaigning, SEO development and Social Media Pilot.

2006 - current

Owner Toddler Baby Websites

Online platform and community for new and young parents. Parents can monitor their baby's growth and developments by making a baby website, on which they can share pictures, graphs and diary stories. This site can be ordered as a printed album. Furthermore, the website is also consulted for its large amount of content on baby and pregnancy.

2005 - 2009

Co-owner online marketing agency Bloody Minded

Founder and co-owner of below-the-line, online marketing agency Bloody Minded. At its peak the company consisted of ten FTE.

Responsible for the daily management of the agency and development of customer strategies, conceiving and follow-up of formulated goals and targets.

A number of projects which Bloody Minded was (is) responsible for:

Concept & strategy website Olympisch Gebied (Olympic District) Amsterdam

Formulated concept & strategy, interaction design and content plan for website of the Olympic District (www.olympischgebied.nl) in Amsterdam.

Greenpeace Gameplatform

Development of concept, strategy and execution of a lead-generating game platform, including a number of games for Greenpeace (www.greenpeacegames.nl).

Internal campaign Cap Gemini

Development of concept, strategy and execution of an online, closed-user-group campaign, in which the goal was to create involvement and further development of a new proposition. The campaign consisted of a business game with American Football elements, in which team-effort and knowledge sharing was key.

KLM online campaigning (games)

Development of concept, strategy and execution of a number of online campaigns for KLM. The campaigns consisted of web-based games.

The goal of these games varied, such as creating awareness for frequent flyers or generating leads.

Online campaigning Mitsubishi Motor Sales Nederland

Responsible for conceptual design, interaction design and realization of several online lead-generating campaigns. Campaigns usually consisting banners, e-mail and website.

Talpa – several projects

In addition to the cross medial character of Talpa (former TV-channel 'Tien' and publisher), responsible for a number of online concepts. Concepts would usually be additional to tv-programs, with a strong focus on lead-generation.

KPN - Persoonlijkpakket

Responsible for strategy, conceptual, visual and interaction design as well as the execution of action campaign "Persoonlijkpakket". For the first time, KPN offered Multiplay products to consumers. This site made it possible for consumers to mix and match their desired KPN-products. Campaign consisted of banners, e-mail and action site.

2003 – 2004

Commercial real estate agent Jacobus Recourt Makelaardij o.g.

As a commercial real estate agent I was responsible for the letting and renting of commercial properties, such as office-space, shops and storages in greater-Amsterdam.

2003

Project manager reconstruction contractor

Straight out of school, worked as a projectmanager for a contractor in Amsterdam. Responsible for the renovation of an apartment. Work included managing of subcontractors and a number of hands-on tasks.

Skills

- MS Office excellent knowledge
- HTML / CSS basic knowledge
- Adobe Flash basic knowledge
- Adobe Photoshop / Illustrator / InDesign advanced knowledge
- Objective C starter

Languages

Dutch:	Excellent written and spoken skills
English:	Excellent written and spoken skills
Spanish:	Basic written and spoken skills
German:	Basis written and spoken skills

Hobbies

- Former column writer for official supporters club Ajax (football club) www.ajaxlife.nl
- Race cycling
- Field hockey
- Cooking
- Travelling
- Music
- Socially responsible, mentor for foundation Goal