



# MATHIJS VAN WEERD

## ◦ DETAILS ◦

Amsterdam, Netherlands

+31 6 41 30 60 91

[mathijsvanweerd@hotmail.com](mailto:mathijsvanweerd@hotmail.com)

Date of birth

28-11-1980

Nationality

Dutch

## ◦ SKILLS ◦

Content Strategy

Content Development

Editing and Proofreading

SEO

Website Analytics (Adobe Experience Cloud, Google Analytics)

Digital Marketing

Thought Leadership

CMS (WordPress, Umbraco, SiteCore)

Storytelling

B2B Marketing

Social Media

MS Office

## 🔒 EMPLOYMENT HISTORY

### Content Manager at Accenture, Amsterdam

November 2017 — Present

- Responsible for creating Accenture the Netherlands' (B2B) digital content strategy, to boost awareness and consideration in the buyer process and improve overall brand presence.
- Managing the Accenture Insights (blog) platform, where I publish thought-provoking thought leadership articles, research report downloads, podcasts, webcast subscriptions, event registrations, case studies, and corporate citizenship stories.
- Setting up the cornerstone article strategy I introduced to improve SEO, grow our traffic and, ultimately, boost engagement.
- Responsible for overseeing external content production and managing the relationship with external agencies.
- Maximizing the website's performance by using Adobe Experience Cloud to analyze traffic data and optimizing the internal structure.
- (Co-)creating podcast series, webcasts, videos, and landing pages on Accenture.com, to serve (whitespace) clients different content formats. I'm also a (copy)writer and proofreader who can tailor any text to effective copy.
- Example projects: a client story shared on LinkedIn resulted in another client contacting a European business unit leader for a similar job. And great exposure was gained when international news outlets, like Ad Age, Adweek and Business Insider, covered HackYourFuture's Behind the Source campaign in which we were involved.

### Media Analyst at CFF Communications (PR agency), Amsterdam

March 2015 — October 2017

- Analyzing media for listed and large companies in a broad range of industries. This involved online and offline media coverage of the client, their peers or the industry they work in, both national and international.
- Creating daily media reports by selecting and summarizing the most-pressing media coverage. Also created extensive media reports on specific topics and quarterly overviews.
- Crisis monitoring and reputational issue coverage, for which I had to monitor in real-time (Factiva, Coosto, Finchline, Meltwater, Bloomberg, LexisNexis and ANP). Much consisted of IPO coverage and M&A-related media outings, which included some of the biggest M&A deals involving Dutch and international companies.

### Content Manager at OnlineSeminar (webinar company), Amsterdam

January 2014 — December 2014

- Responsible for fully updating the websites of OnlineSeminar and Freelunch, a free webinar module, in both English and Dutch. The goal was to improve the SEO to rank higher in SERP, which was achieved.
- Content creation, online and off-line. This included client reviews, new product and how-to pages, blog posts, product brochures and user guidelines.
- Responsible for OnlineSeminar and Freelunch's social media: LinkedIn, Facebook, Twitter, Pinterest and Slideshare. Tools: Hootsuite, Bitly and Buffer.

## **Communications Specialist at STX Services (environmental commodities trader), Amsterdam**

March 2012 — March 2013

- Setting up the Communications Specialist role.
- Writing, proofreading and creating external communications and sales-related content. Editor-in-chief for the weekly external newsletter, drafted and edited management updates, and created presentations, product leaflets, and event descriptions.
- Rolling out of the new house style within the organization.

## **Corporate Responsibility Reporting Analyst at TNT, Hoofddorp**

October 2010 — September 2011

- Responsible for managing the corporate responsibility data of all of TNT's international locations, as part of TNT's head office (now part of Fedex).
- Drafting weekly health & safety reports for TNT's management board, which included data on accidents on locations and the road, sickness days, and more.
- Co-writing the corporate responsibility chapters of the annual reports of both TNT Express and TNT Post.
- Drafting and sending the submissions for national and international benchmarks, like Dow Jones Sustainability Index, Carbon Disclosure Project, and Prestatieladder.
- Organizing the Stakeholder Dialogue Event 2011, based on outcomes of the external Stakeholder Survey that I drafted and managed.

## EDUCATION

### **BA/MA, European Studies, University of Amsterdam, Amsterdam**

September 2003 — December 2009

Major: European law. Minor: English proficiency.

Master thesis written at TNT (now Fedex): "The EU Postal Directive. A comparison of political and economic pressures in Germany and the Netherlands."

## COURSES

### **Podcast Creation, NVJ**

November 2019 — November 2019

### **Writing for Conversion, NCOI**

October 2019 — October 2019

### **C1 Business English certificate, The Square Mile**

January 2015 — March 2015

## EXTRA-CURRICULAR ACTIVITIES

### **Semi-professional field hockey player at AMHC Pinoké, Amsterdam**

August 2000 — July 2009

Played for 9 years in the highest Dutch field hockey league (Hoofdklasse).

### **Under 21 National Team field hockey player at KNHB, Hobart**

April 2001 — December 2001

World Championships with the Dutch Under 21 national field hockey team (Jong Oranje) in Hobart, Australia.