



Fleur Hijmans



Summary

- I am an ambitious and dedicated people person, who enjoys writing and likes to have a variety of responsibilities. Functions best in an independent/macro managed work environment. Web Marketing & Content Officer in the Energy and Sustainability sector, writer and blogger. Experienced in Travel & Event organization, 5+ years of handling client accounts, 3+ years of experience in travel arrangements and expatriate support, approx. 2 years of event management. Specialized in B2B and corporate communication. I am creative, well organized, representative, a problem solver and a fast learner with an eye for detail. Curious by nature and an explorer at heart.



Experience

07-2019 - present

- Web Marketing & Content Specialist**

Selectra
 Creating and updating website content for the energy market, based on research and actuality topics. Applying SEO techniques and strategies in order to generate traffic to the website and improve page ranking on Google. Monetizing content by implementing CTA's and Affiliate Marketing. Analyzing keywords and statistics, using Google tools and Ahrefs. Regular checks with Screaming Frog, HTML coding in Drupal and basics on link building techniques.

09-2018 - 03-2019

- Groups & Hotel Contract Manager**

Stream2
 Arranging hotel accommodation for leisure groups travelling in Europe. Mediator between travel agencies and hotels, negotiating conditions and rates, providing clients the best solution and suitable option for their groups to stay. Structuring team and sales activities, streamlining tasks and responsibilities.

01-2018 - 08-2018

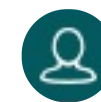
- Conference Producer**

The European Networking Group, Madrid (Spain)
 Researching business area and market of the upcoming event theme (i.e. Automotive), interviewing business specialists on trends and recent developments. Writing sessions content, based on research materials and information obtained from interviews. Reaching out to potential speakers for the summit and creating a smooth and well organized event program. Attending the conference to coordinate the event and assist speakers.

05-2016 - 08-2017

- Relocation Account Coordinator**

Team Relocations, Amsterdam (The Netherlands)
 Coordinating Relocation services for ING Expats moving to the Netherlands. Submitting immigration applications, setting up home searches and providing assistance with the settling in process. Following up on individual requests and departure services. Temporarily in-house at client's Global Mobility department to improve the relocation process and share knowledge.



Personal Info

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Date of birth

23-06-1985

LinkedIn

<https://www.linkedin.com/in/fleur-hijmans-bb84388/>



Skills

Digital Marketing, SEO & Content



Hospitality & Travel



Event Planning



HR & Relocation arrangements



Travel & Tour Management



Project Coordination



05-2015 -
04-2016



Event Planning Coordinator

**Renaissance Amsterdam Hotel, Marriott International
Amsterdam (The Netherlands)**

Setting up client events, organizing meetings, room blocks and leisure events at the Renaissance Amsterdam property. Arranging catering facilities for groups, creating banquet event orders. Planning meeting schedules, gala dinners and occasionally trips off site. Making sure all hotel departments are informed correctly and prepared for the groups' arrival.

10-2012 -
11-2014



Group Operations Coordinator

Europe Express (TSE), Barcelona (Spain)

Managing and coordinating the land services and itineraries for American groups travelling to Europe. Finding the best suppliers to work with, handling last minute requests, finalizing hotel bookings, restaurant reservations, organizing wine tastings, transfers and visits. Arranging and planning shore excursions. Working closely together with guides in several European cities and with our head office in NY & Seattle, USA.

06-2011 -
10-2012



Contract Services, Customer Fulfilment

IBM, Madrid (Spain)

Managing IBM service contracts and invoices. Aspiring client satisfaction by submitting complete, correct information and services to IBM customers. Working closely together with project managers in Benelux to follow up on contract agreements and customers' preferences.

04-2010 -
02-2011



Reservation Agent

NH Hotel Group, Madrid (Spain)

Advising guests regarding the services and hotel facilities which NH Hotels in Europe have to offer. Making hotel bookings, handling e-mail/telephone communication in various languages, assisting colleagues in the local Hotels to meet guests requests.



Education

09-2003 -
11-2007



Hotel Management, Maastricht (The Netherlands)

- Hotel & Tourism related subjects
- Event Management
- F&B and wine knowledge
- Law & professional ethics
- Psychology
- Language classes (English and Spanish)
- Practical training & field experience
- Economics and Business Administration



Licenses

01-2005



Driving license

09-2000



Golf certificate

08-2001



Sailing certificate (instructor)



Interests



Travel & culture, sports, architecture, design, technology, digitalization, and fashion



Languages

Dutch



English



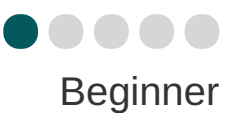
Spanish



German



French



Software

Microsoft Office: Excel, Word,
Powerpoint & Microsoft Dynamics
NAV



Google Tools: G Suite, Google
Analytics, Google Ads, Google Drive



Marketing Tools: Drupal, Social Media,
Ahrefs, Screaming Frog, Wordpress



HR: Workday, Microsoft Dynamics
NAV



Communication: Outlook, Trello,
Slack, Gmail

