



WHITNEY VAN DER ZANDEN-GOLDSTEIN

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📍 Amsterdam, The Netherlands

ABOUT ME

Whitney is a seasoned and results-driven growth marketer with a wealth of experience in crafting and executing highly successful campaigns. With a proven track record in the dynamic field of marketing, Whitney has consistently demonstrated a keen understanding of market trends and consumer behavior.

EXPERTISE

- Strategic Campaign Development
- Multichannel Marketing Execution
- Creative Direction and Branding

LANGUAGE

- Dutch
- English
- Thai

Experience

○ March 2022- Present
Ironhack Netherlands | Amsterdam
Growth Lead

As the Growth Lead for Ironhack, I spearhead initiatives to identify and capitalize on market opportunities, driving sustainable growth through strategic planning and data-driven decision-making. My role involves collaborating with cross-functional teams to optimize marketing campaigns, enhance customer acquisition, and analyze performance metrics to ensure Ironhack's competitive edge in the tech education space.

○ 2021 - 2022
Bamboo Agency | Amsterdam
Growth Lead

As the Growth Lead at Bamboo Agency, I played a central role in steering and executing comprehensive growth strategies for our diverse portfolio of clients. Leading a dynamic team of growth marketers, I spearheaded initiatives to enhance brand visibility, user acquisition, and revenue generation. Leveraging a data-driven approach, I directed the implementation of advanced analytics and marketing technologies to optimize performance across various channels.

○ 2015 - 2022
Twenty-first Agency | Amsterdam
Managing Director & Founder

As the Founder of Twenty-first Agency, I pioneered the establishment and growth of a dynamic digital marketing agency dedicated to delivering innovative solutions for our clients. In this leadership role, I conceptualized and executed a strategic vision that aligned with the evolving landscape of digital marketing. Leveraging a deep understanding of industry trends and emerging technologies, I guided a talented team to craft and implement cutting-edge campaigns focused on maximizing client ROI.

Education

MBO Marketing & Communication

ROC de Leijgraaf
2007 - 2011

Business Administration

Hooghuis Lyceum
2003 - 2007

HARD SKILLS

- Content Marketing
- Data Analysis
- Digital Advertising
- Project Management

SOFT SKILLS

- Creative thinking
- Effective communication
- Strong team player
- The ability to lead and inspire a creative team

Experience

March 2019- 2020
ONE25 STORIES Ltd. | Bangkok

Co-founder

One25 Stories is a storytelling-driven communications firm based in Bangkok, Thailand. Our mission as storytellers is to let your brand reconnect with people. At One25 Stories, we want to change the way our society views and experiences brands. Each piece of content we produce should be a cliffhanger for the next chapter.

2021 - 2022
Q-DANCE BV | Amsterdam

Merchandise Marketing Manager

2016 - 2027
WYNSOM Inc. | San Fransico

Marketing Executive

2014 - 2015
Bad Manor | Amsterdam
Marketing & PR Manager

2012 - 2019
WP&T | Amsterdam

Founder

2011 - 2012
STEEL ARTIST MANAGEMENT | Amsterdam

Assistant Artist Bookings and Project Manager