

# MARJA LOHMEIJER-VAN DER STELT

30 NOV '71

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## EDUCATION

SEOGURU  
Certificates SEO Copywriting  
and technical SEO, diploma  
SEO Specialist, 2017

LEAN SIX SIGMA  
Green belt, 2015

ESCP EUROPE  
Marketing Potential  
Course by Benoit Heilbrunn  
2007

NIMA-A & NGPR-A 1992

HOSPITALITY BUSINESS  
SCHOOL  
Marketing, PR, foreign  
languages, 1990 - 1992

## LANGUAGES

Dutch  
English  
French  
German

## BUSINESS SKILLS | FEATURES

Organizer  
Planner  
Project driven  
Objective driven  
Creative  
Practical  
Strategic  
Visually oriented  
Communicator  
People-person  
Team player

## CMS

Wordpress  
Lightspeed

## INDESIGN

## WORK EXPERIENCE

OWNER - PARMOIS MARKETING & COMMUNICATIE  
From September 2016

VP BRAND OPERATIONS, COMMUNICATION,  
QUALITY & CSR - ACCORHOTELS BENELUX  
January 2014 - August 2016  
Product & Services | PR & Events | Brand content  
Media campaigns | SEA & SEO | Projects | Corporate and Crisis  
Communication | CSR | Quality  
*Sofitel Legend / Sofitel / MGallery by Sofitel / Pullman / Novotel  
Novotel Suites / Mercure / ibis / ibis Styles / ibis budget*

VP MARKETING NOVOTEL BENELUX &  
EXTERNAL COMMUNICATIONS MANAGER - ACCORHOTELS  
January 2013 - December 2013  
Product & Services | PR & Events | Brand content | Media  
campaigns | SEA & SEO | Projects | Corporate and Crisis  
communication  
*Novotel / Suite Novotel*

MARKETING & E-COMMERCE MANAGER NETHERLANDS -  
ACCORHOTELS  
June 2008 - December 2012  
PR & Events | Brand content | Media campaigns | E-commerce  
SEA & SEO | Loyalty | Projects | Corporate and Crisis  
communication  
*MGallery / Pullman / Novotel / Mercure / ibis / ibis Styles / ibis  
budget*

MARKETING & E-COMMERCE MANAGER - CLUB MED  
September 2000 - June 2008  
Brochures | CRM | PR & Events | Brand content | Media  
campaigns | SEA & SEO | Projects | Corporate and Crisis  
communication

GROUPS & INCENTIVES MANAGER - CLUB MED  
June 1999 - August 2000  
Sales | Group travel | Incentives | Conferences & Seminars

MARKETING MANAGER - CLUB MED  
June 1993 - June 1999  
Brochures | CRM | PR & Events | Brand content | Media  
campaigns | Projects | Crisis communication