

MAXINE
IS
HAPPY
TO
MEET
YOU!



MAXINE HOFMAN



Profile

Building brands and business is what I do best. I dream big, have a strategic vision and love the go-to-market development process. I work for brands and people who stand for a sustainable definition of 'progress'.

My experience and expertise are in marketing communications and business concept development. I have a proven track record of delivering successful strategies focussed on the brand, innovation and customer experience. Divergent thinking such as creativity, and identifying multiple possibilities and collaborations is what I stand for.

I love to drive engagement around start-ups / go-to-market products and focus on progress and sustainability. My mission is building the brand, in order to create top-of-mind awareness for customers of the brands.



Amsterdam



[*linkedin*](#)

Core competencies

Go-to-market branding & execution, strategic planning, business development, loyalty marketing, brand communications strategy, service marketing, experience marketing.

EXPERIENCE

2015 -
PRESENT

Self Employed / Freelancer

Chasse Le Chat

Consultant in marketing & communication, branding & business, sales and concept development and project management for fashion, lifestyle and hospitality brands.

Marketing & branding

LBG Hotels

- Communication strategies advice for the new brand LBG Hotels
- Branding & content advise

Marketing & communication advise

Stichting Luierr recycling Nederland

- Marketing & communication advise for the website; created a roadmap how to be more effective in CRM

Marcom advice

StopmijnAfval

- interim scale up consultant: strategie meetings, Marcom advice, how to apply the business proposition into a branding. A 360 degrees branding session

Operational management and Product development

Qbic Hotel

- Operational management: coaching the team
- Product development: how to improve the customer experience, the advise and implementation

Marketing Project Manager

Hudson's Bay

- Managed the marketing project; introduction campaign The Limiteds
- Marketing and communication strategy for the introduction campaign
- Set up of the partnership strategy
- Build up procurement for The Limiteds
- Arranged and assembled Limited editions with 10 Dutch Designers
- Initiated creative sessions for launching the app and loyalty program

- Set up PR strategy / influencers program

Digital Marketing

Tommy Hilfiger

- Managed the creation of a 'Sale Style Guide' for an omni-channel project, 900 assets for every point of communication and branding 'SALE'
- Executed and co-developed the production and phases of the assets for online & off line of Sale
- Project management for the Tommy Hilfiger App and the Store of the Future

Marketing and sales

Hotelnacht 2016

- brand strategy, account management for the hotels in Amsterdam and growth to Maastricht, Rotterdam and Utrecht

Marketing and communication

Hotel Kaboom

- concept creation
- marketing & communication strategy

2007 -
2015

Marketing & Sales Director

LBG Hotels

La Bergère Group is involved in the creation, realization/development and management of innovative hotels concepts and related projects.

- Member of the managing board: actively involved in defining the annual budget and business strategy.
- Marketing & Sales Strategies, defining campaign strategies and KPI's
- Set up of internal branding and communication. Coaching employees in client experience and storytelling.
- Internal integration of Corporate social responsibility
- Marketing & Sales Strategies including defining campaign strategies and KPI's
- Manage and prioritize e-commerce and partner with the digital team
- CRM management with an external partner
- Oversee the website development roadmap, together with internal and external team members
- Sales management: coach executives sales managers and trainees.
- Partnership management: create new partnerships for the hotels with

- ao Hastens and Mosa and manage and execute the deals.
- Brand management: in charge of style guides and content management, on- & offline creation of branded stories

2012

Marketing consultant

Vivre Wonen Welzijn & Zorg - LBG Hotels related project

- Execute the customer experience strategy, training on the job new guest strategy and employee branding

Marketing consultant

Huis van Bourgogne - LBG Hotels related project

- Together with the CEO and the team I defined a new business and brand strategy for 2012

Marketing consultant

Hogeschool Zuyd - LBG Hotels related project

- Guest lecturer marketing and brand management

Marketing consultant

Hogeschool Zuyd - LBG Hotels related project

- Guest lecturer marketing and brand management

Marketing consultant

Neprom - LBG Hotels related project

- Guest speaker 'Master in Concept Marketing'

2012 -
2014

Marketing consultant

BAM / Heijmans

- Guest speaker for marketing & communications strategy

2004 -
2007

Sales Manager

Designhotel La Bergere

- Member of the Management team: managed the commercial relationships
- Execute the marketing and campaign and reach the targets / KPI's for 150 rooms.

EDUCATION

- 2017 **Scrum master & workshop**
Agile Scrum Group
- 2013 - **Personal development training & team training with the managing board**
2014 AMI Consultancy
- 2014 **Spanish course**
Don Quijote Barcelona
- 1999 - **Marketing & Communications Bachelor**
2003 Fontys Hogeschool Eindhoven
- 1998 - **Tourism**
1999 NHTV Breda

SOCIAL RESPONSIBILITY

- 2009 - **Initiator and member of the board, a new Lions chapter in Maastricht**
2015 Lions 6211 Maastricht
- 2006 - **Member of the board & sponsorteam Rotary Internationaal youth program**
2008 Roteract Maastricht
- 2017 **Volunteer work**
Voedselbank

RECOGNITIONS

- 2015 **Best New Hotel Concept Venuez Award**
Hotel Kaboom
- 2015 **Global e-marketing Award**
Qbic Hotel Group
- 2014 - **MVO prijs Nederland**
2015 La Bergere Group

2010

Winner Dutch Hotel Award

Townhouse Hotel

2009

Best New Hotel Concept Venuez Award

Townhouse Hotel

2007

Best New Hotel Concept Venuez Award

Qbic Hotels

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NEEM CONTACT OP >

Your Chief: Britt Strooker

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We kennen de talentvolste junioren,
de meest ervaren senioren,
marketeers maar ook creatieven.
We kunnen professionals voor fulltime
of voor een dag per week aan je voorstellen.

U NAME IT