

# Curriculum Vitae - Eduard Zillweger

My name is Eduard Zillweger, an experienced online marketing consultant from the Netherlands. In the recent years I have developed an enormous love for Romania and spend more than one third of my time in this beautiful country. Now I want to take the next step and establish myself permanently in Romania.



## Professional experience

Apr 2013 - present | 6 years and 6 months

### Online Marketing Consultant

CKEZ.nl / Eduardo.ro, Deventer, the Netherlands

Department: Marketing | Industry: Services

We develop the translation of your business to an online marketing strategy. The only condition is therefore a clear proposition. First the story, then the promotion. After all, it is difficult for us to say that you actually have nothing to offer. Thanks to our integrated approach, we keep a grip on the main objective of your company. We draw up a clear strategy and deploy the right resources to achieve your objective(s). We translate the power of your business into the correct use of online marketing. We go further than just setting up a campaign. Through thorough analysis of the market, customer needs and your proposition, we bring your company closer to your customer!

Driven by ambition and with an enormous drive for development, I do not shy away from any challenge. My strength is to set up and guide online marketing strategies. I then set the right specialist for the right challenge from within the organization and my network.

The foundations of my work are credibility and sustainability. This applies to my communication, marketing and implementation. Our right to exist is to improve performance in a partnership. We are therefore certainly not afraid to refer you to another specialist if I expect that it can deliver even better performance. In the long term, we also benefit most from this.

### Accomplishments:

Improved the results of online marketing efforts and spending of over 100 companies. Set up and managed many successful campaigns, improved conversion rates and made clients less depending on external agencies.

Mar 2014 - Apr 2019 | 5 years and 2 months

## Online Marketing Trainer

How & Knower, Groningen, the Netherlands

Department: Education / Training | Industry: Media / Internet

Giving trainings about SEO, SEA, display advertising, e-mail marketing, social media, affiliate marketing and CRO. Developing training courses to fit customer demands.

*"Eduard Zillweger is a trainer for How & Knower. Time to introduce him to you. More than 9 years ago, Eduard started in online marketing. With extensive experience both as an employee at an online marketing agency and as an adviser on various projects for more than 200 companies, he mainly specialized in SEO, SEA, Analytics, Content marketing and Affiliate marketing. Eduard himself about training: "The combination of being operational active and working as a trainer is an ideal mix. On the one hand I keep myself (extra) sharp by transferring knowledge, on the other hand developments can be processed directly in any training because I am active for my own clients on a daily basis. Due to an enormous urge to further develop myself and a passion for my work, my motto is; one day without learning is one day of not living!"*

Feb 2014 - Feb 2018 | 4 years and 1 month

## Founder and owner

WebUni, Harderwijk, the Netherlands

Department: Education / Training | Industry: Advertising / Marketing / PR

The most effective online learning platform to develop and sharpen online marketing knowledge. The starting point to increase the website and online marketing knowledge of students and teachers. Indispensable knowledge in the current marketing landscape. WebUni helps educate with up-to-date and practice-oriented knowledge. The E-learning modules are aimed at the practical transfer of knowledge to the students. Within the modules we focus the training on practical examples and objectives. No general story about the search engine, statistics or a website, but knowledge and advice that prepares students for their future job(s)!

### Responsibilities:

CEO, Business development, Developing content for the e-learning platform, Marketing, Acquisition

### Accomplishments:

Several universities required students to purchase and successfully finish the e-learning from WebUni

Jan 2013 - Apr 2013 | 4 months

## **Account manager**

kgom.nl, Deventer, the Netherlands

Department: Sales | Industry: Media / Internet

The purpose of my job is to establish, monitor and improve long-term relationships between accounts and KGom in a planned way. Selling and positioning services in the field of SEA, SEO, SMM, Content Marketing and Conversion optimization to companies in the Netherlands and Belgium.

Apr 2011 - Jan 2013 | 1 year and 10 months

## **Teamleader SEO**

Kgom.nl, Deventer, the Netherlands

Department: Management | Industry: Media / Internet

As a team leader I was responsible for the performance and development of the SEO department within KGom. From recruitment and selection to further development of services. I worked on the growth and efficiency of my team based on clear targets. The communication between execution and sales, the marketing of the service and the recognition of opportunities in the market were also part of my duties. Also at the operational level I have always remained active to be 'close' to the market

Mar 2011 - Jul 2012 | 1 year and 5 months

## **Campaign manager SEA, social media & CRO**

kgom.nl, Deventer, the Netherlands

Department: Advertising | Industry: Media / Internet

As a SEO and SEA campaign manager, I was responsible for making my clients' websites easier to find within search engines. Work in a planned way, think along with a customer at a strategic level, communicate with customers, web builders and designers. Make internal and external analyzes and implement an SEO process based on this. Technical optimization of websites, expanding content, authority and popularity were the most important activities.

## Education

2007 - 2010

### Bachelor's degree: Small business & retail management

Hogeschool van Utrecht, Utrecht, the Netherlands

## Languages

English	Dutch	Romanian	French	German
Advanced	Advanced	Beginner	Medium	Medium

## Skills

### General skills

Marketing online, online advertising, Marketing strategy, Google Analytics, online marketing, SEO, social advertising, Training skills, employee training, Email Marketing, Ecommerce, affiliate marketing, display advertising, Social Media

### Skills from work experience

Trainer, online marketing training, incompany trainings, elearning, Content management, Management, Marketing, Sales, Business development, Sales Management, account management, lead management, SEO, teamleader

## Other info

Eduard Zillweger

+31610550538

[eduard@eduardo.ro](mailto:eduard@eduardo.ro)

Str. Tineretului 24, Roşu 077042

06-07-1990

[https://www.linkedin.com/in/camillezillweger/?locale=en\\_US](https://www.linkedin.com/in/camillezillweger/?locale=en_US)

Published work Jun 2019

### Attribution as a football team

Prizes and Distinctions Jan 2017

### Trainer of the year - How & Knower

Driving license 18 Sep 2008

Category B