

## CURRICULUM VITAE



### Personal

Name:	M. F. J. Bonn	Address:	
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### Skills

emarketing management, project management, concept development, creative strategy development, interactive marketing tactics (f.e. campaigning), online (new) business and retention development, comprehensive presentation and communication skills, internal/external SEO/SEM, user interface design, graphic design, user experience architecture, web design and copy writing.

### Experience

Apr 2009 - Present	Role:	<b>Manager eMarketing</b>
	Organization:	Technische Unie, Amstelveen
	Activities:	Technische Unie is a € 1.1 billion turnover wholesale firm (online turnover € 460 million). Responsible for emarketing strategy and operations. Reports to general manager marketing.

- Member of core team (3 members) and co responsible for the entire "commerce" model with ecommerce as the core channel including the architecture of the overall ecommerce platform to be. Co wrote on PDD (project definition) and participated in selection and requirement definition workshops with ecommerce suppliers and internal workshops.
- Leading emarketing team with responsibilities for the definition, management and execution of online marketing strategy, including online category management, campaign management, search engine marketing, web analytics and management reporting.
- Negotiate 3d party contracts and manage suppliers like mailing house and graphic/UID agencies including briefs and aligning with the overall online strategy.
- Directing deployment of new web portal platforms, specifying all business and functional requirements to IT, defining all training documentation and internal communication needs.
- Writing and presenting on senior level business case for budget investment.
- Project management of digital agencies to redesign user interface of promotion section, to support Technische Unie suppliers in their offerings.
- Leading development brand identity standards for digital media aka user experience; currently.

## Curriculum Vitae M. F. J. Bonn

- Nov 2008–Mar 2009 Role: **Interim Project Manager**  
Organization: LUKKIEN, Ede  
Activities: Mitsubishi micro sites; Online pan European brochure for various car models. Television shows RTL “Wie is de Chef” and “Mijn tent is top”; Developed online concept and directed customer, visual design and technical team. Slankie; Online game concept including execution Family Business Network; Client management  
(For complete Portfolio, See Addendum)
- Jul 2008-Oct 2008 Role: **Interim Project Manager**  
Organization: Total Active Media (part of Total Identity), Amsterdam  
Activities: Emergis(Psychiatric NGO); Online communication strategy, Provincie Noord-Holland; Online explanation of a 4 year cultural masterplan, directed customer, design team and technical execution. Tote-m; Corporate website, directed customer, design team and programmers. Productschap Tuinbouw; Corporate website, directed customer, design team and programmers  
(Complete Portfolio, See Addendum)
- 2006 – Jul 2008 Role: **Senior Project Manager**  
Organization: SATAMA / LBI LostBoys, Amsterdam  
(Part of Lost Boys International since 2007)  
Activities: A senior project manager at Satama/LostBoys is responsible for a project from start to finish, knows how to work with and motivate a team: manages junior project managers(competence built), team of designers, information architects, interaction designers, strategists, external parties (freelance or contractors) and developers. Is creatively involved. Writes project plans and is able to deliver detailed input for propositions, briefings and debriefings. Provides clients and the organization with management information and reports in general. Manages client within the project and initiates business opportunities.

I have worked with various partners outside the Netherlands, f.e. India for software development and know how to set up a program that facilitates the client, the builder and the “conceptor” if you will.

### Projects

#### Highlight Online rebranding UPC

Interim online rebranding manager  
Responsible for web publishing and redesign across Europe for UPC.

- Deployment of a Web redesign including various functionalities to 12 countries supporting 18 languages - creating consistent user interface and branding.
- Developing pan European common processes for web publishing, e-marketing, reporting and support issues.
- Training country teams on use of CMS-tools
- Contributing to development of documentation materials

What started out as a simple website redesign intended for the Netherlands became an entire Pan European platform. Specifically from a creative perspective I directed this entire program.

**Result:** two years turnover for our agency € 2.5 Million +

KPN; Reed Business; ING/Postbank; Sandisk; InHolland;  
(Complete Portfolio, See Addendum)

