



+32-(0)487 331 345

Antwerp

<https://www.linkedin.com/in/koningsmark/>

Contact: m.konings@mcore.be

Available from: 30/06/2021 or earlier if

Daily Dayrate: € 650,-

required

RESUME

I'm a product owner/ IT project manager / Business analyst with years of experience in several IT software implementations. Getting things in motion, motivating, coordinating a team and also work together with them are part of the focus. Controlled delivery of projects from an operations & management point of view with high sense of responsibility.

My strengths (not my words:)

- Hands on project manager/product owner who is getting things done
- Team motivator
- Good communicator towards business and management stakeholders
- Planning expert who likes to have everything under control
- Able to absorb technical and functional knowledge and use it as added value in his own role
- Bringing joy into the teams and focus on delivery even under high pressure

I'm interested in IT project management / Business analyst / Product owner / Scrummaster assignments near Antwerp. My personal favorite: implementation / improvement of corporate software solutions or mobile apps together with existing (in-house/remote) dev teams or building new multi-functional teams. Frequent traveling is a plus.

EXPERIENCE

CRM Product Owner / Project Manager / Business analyst MIG6 IT implementation

Essent Belgium

07/2019 – present Antwerp

CRM product owner / Project manager

- Responsible and executing of business analysis and scope prioritization with 6 BPA's and 10 business departments
- Setting up + optimize business processes for MIG6 implementation with impact analysis and converting into development parts
- Responsible & Accountable for delivery quality output of 5 remote dev teams of ± 6 devs/team (PHP, Java, Servicemix, E2E testing and Market Mock)
- Functional & technical testing of the delivered output with demo's to BPA and business.
- Communicating to middle and higher (steerco) management
- Responsible & Accountable for the technical migration and transition part of mig6 (SuiteCRM, Servicemix, Jbilling, ActiveMQ)
- Supporting release management in deploying hotfixes, uatfixes and regular releases for Mig6 and Mig4

Digital Product Owner a.i. for the development of a self service app

Essent Belgium

01/2018 – 06/2019 Antwerp

Digital product owner

- Responsible and executing of business analysis and scope prioritization with several business departments.
- Responsible for the development of the new self service app by our internal teams + external vendors.
- Responsible for the coordination of external vendors in the API development.
- Responsible for the online marketing campaigns / onboarding of the new self service app.
- Migrating data from previous apps into 1 central backend + onboarding remarketing

Online leadgen coordinator

- Responsible for the leadgen projects for the sales and marketing department
- Reporting results and improvements to Steerco team members

GDPR consultant – DPO a.i.

Forma – Verbeteren.be

📅 03/2018 – present 📍 Antwerp area

- Auditing companies to get GDPR compliant.
- Hands on support in optimizing their internal processes (IT related) to get GDPR compliant.

Project Manager

iValue performance marketing agency

📅 03/2016 – 12/2017 📍 Antwerp

03/2016 – 03/2017 – DKV insurances

- Project manager frontend & online marketing (6 FTE)
 - Manage bilingual SEA campaigns with monthly adspend budget of +30k
 - Setup + managing marketing automation flow for customer enrichment.
 - Managing web development projects for new main and minisites
 - Hands on SEO optimization implementation + training to internal development teams.

01/2017 – 12/2017 – Selexion

- Project manager online marketing with 5 FTE with the following tasks
 - Manage and create marketing plans together with internal marketing teams
 - Setup/manage Marketing automations flows (Selligent)
 - Setup/manager ad hoc marketing activities (Offline, SEA, SEO, Marketing automation, Shopping) (budget +600K)
 - Hands on SEA optimization for Belgium (NL/FR) (SEA, Shopping, display marketing, remarketing)

03/2016 – 03/2017 – Acerta

- Project manager online marketing
 - Setup development project with design, wireframing and UX
 - Managing development campaigns + testing and go live + training

07/2016 – 03/2017 – Pelckmans publisher

- Project manager online marketing of 5 FTE and +100K budget/year
 - Creating and managing SEO + SEA optimization plans with Pelckmans internal marketing teams (BE/NL)
 - Hands on SEA optimization for Belgium (NL/FR) (SEA, Shopping, display marketing, remarketing)
 - Hands on SEO optimization advice to internal web development team + follow up.
 - Knowledge transfer (SEA and SEO) to Pelckmans internal team

Other clients on request.

General tasks on company level

- Coaching expertise teams in SEO, SEA, Content and Affiliate marketing.
- Setup new services for iValue to bring to market (web development)

Senior project manager / Process Quality Manager

Only Humans / Queromedia

📅 09/2010 – 02/2016 📍 Kontich

01/2013 – 02/2016 – KBC banking

- Project manager marketing development with the following tasks (10FTE)
 - Knowledge transfer SEA and SEO + hands-on support existing campaigns
 - Hands on SEA optimization for Netherlands and Belgium (NL/FR) +250k euro budget
 - Hands on SEO optimization advice to internal web development teams + follow up.
 - Creating and managing SEO + SEA optimization plans with KBC internal marketing teams (BE/NL)

05/2012 – 02/2016 – tesa

- Project manager online marketing of 10 FTE and +300K euro budget/year
 - Creating and managing SEO + SEA optimization plans with tesa internal marketing teams (BE/NL)
 - Hands on SEA optimization for Netherlands and Belgium (NL/FR)
 - Hands on SEO optimization advice to internal web development team + follow up.
 - Knowledge transfer (SEA and SEO) to tesa internal team

10/2010 – 03/2013 – BMW

- Project manager online marketing that consists of the following tasks
 - Creating and managing SEO optimization plans
 - Hands on SEA optimization for Belgium (NL/FR) +100K dollar budget/year
 - Hands on SEO optimization advice to internal web development team + follow up.
 - Knowledge transfer (SEA and SEO) to BMW internal team

07/2014 – 01/2016 – Comparex

- Project manager online marketing that consists of three following tasks
 - Creating and managing SEO optimization plans
 - Hands on SEO optimization advice to internal web development team + follow up.
 - Knowledge transfer (SEO) to Comparex internal team

02/2014 – 02/2016 – Basic Fit

- Project manager web development (Wireframes, UX, Designs, SEO, Development, testing and go live+ training)
 - Knowledge transfer (SEA and SEO) to Basic Fit internal team
 - Hands on SEA optimization for Netherlands and Belgium (NL/FR) +150K euro budget/year
 - Creating and managing online marketing plans with Basic Fit marketing teams
 - Setup / managing marketing automation flows via Hubspot

07/2013 – 02/2016 – Selor

- Project manager online marketing team (5FTE)
 - Creating and managing online marketing plans with Selor marketing team
 - Hands on SEO optimization advice to internal backend team and control implementation
 - Hands on SEA optimization
 - Knowledge transfer (SEA and SEO) to Selor internal team

10/2010 – 01/2014 – Makro

- Project manager online marketing team (4FTE)
 - Setting up and managing content creation plans
 - Frequent meetings with Makro marketing team + internal management.

Other clients on request.

General tasks on company level

- Coaching expertise teams in SEO, SEA, Content and Affiliate marketing.
- Process improvement (BPM)

SKILLS

Agile Project Management (Scrum/Kanban) ●●●●●●

Prince2 Project Management (Waterfall) ●●●●●●

SQL database structures ●●●●●●

Delivery & Deploy management ●●●●●●

Atlassian Stack (Jira, Confluence..) ●●●●●●

Digital Marketing (SEA, SEO, Affiliate) ●●●●●●

Marketing automation (Selligent, Hubspot,..) ●●●●●●

Frontend development (HTML, CSS, Javascript) ●●●●●●

App Development (React native, Flutter) ●●●●●●

Transition / Migration of data in projects ●●●●●●

EDUCATION

International Law

University of Tilburg, Netherlands

📅 2004-2005 📍 Tilburg

Bachelor Management, Economics, Marketing and International law

Hogeschool Avans, Netherlands

📅 2001-2004 📍 Breda

Data protection Officer

DP – Institute

📅 2018 📍 Mechelen

Certified Scrum master

Agilar

📅 2016 & 2019 📍 Antwerp

Certified Product Owner

Wolters Kluwer

📅 2018 📍 Mechelen

TRAININGS / CERTIFICATIONS

- Agilar Professional Scrum Master Professional I
- Scrum.org Prof. Scrum master
- Wolters Kluwer Professional Product Owner Professional I
- Adwords Fundamentals – 98%
- Adwords Advanced – 95%
- Analytics Individual certified – 90%
- Syntra Advanced PHP (2015)
- CodeNinja Bootcamp HTML / CSS (2018)
- CodeNinja Bootcamp Javascript (2019)

HOBBIES

Sports (Golf / Fitness)

Travel

VALUE FOR A TEAM

Flexible

I'm always able to adapt to new situations and environments. Most of my assignments require a high level of flexibility to adjust with the market, company or team.

Endless passion

I'm passionate about agile project management, digital marketing and software development. I make sure that I keep up with the latest developments in these markets and share the knowledge with the team.

Eager to learn and to share knowledge

Always reading about the subjects above (±30 books a year) and trying to share my knowledge as much as possible so that they can grow and discover their passion. There is no I in team!

Motivational team player

I love working in inspiring teams so I can share my knowledge and make the teams grow to perfection and best performance. I adapt to every team for optimal cooperation.

LANGUAGES

Dutch

Mother tongue



English

Work proficient



German

Common knowledge

