



Jasper Versteege

DIGITAL CONSULTANT

SKILLS

DIGITAL MARKETING

PARTNERSHIP BUILDING

PROJECT MANAGEMENT

PRODUCT DEVELOPMENT

COMPETENCIES

ANALYTICAL

CREATIVE

ENTREPRENEURIAL

POSITIVE

CONTACT

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PROFILE

I enjoy being an enterprising generalist who can put things into perspective, because it makes me resourceful and broadly oriented. On the other hand, I envy the experts, but this only keeps me motivated to never stop learning.

I have pitched thousands of ideas, launched startups, ran (crowd-) funding campaigns, implemented marketing strategies, created beautiful brands, and always delivered great products. I can handle the technical details, but also communicate with a non-technical audience. I'm at my best when I can use my creative mind to turn challenging problems into concrete solutions. I keep pushing.

My ultimate dreams are to walk on the moon and to unite reason and faith. In the meantime, I like to be at the intersection of technology, strategy, business and creativity.

WORK EXPERIENCE

DIGITAL CONSULTANT @ JVIO

April 2016 – current

I like to use my wit and experience to push ideas, concepts and products forward. I'm at my best when I can use my creative mind to turn challenging problems into concrete products and solutions.

• Vision • Concept • Storytelling • Development • Community

CO-FOUNDER & HEAD OF DIGITAL @ Bouwexpert.online

March 2018 – current

Construction company that links the powers of the web to their expertness in the fields of plastering, painting and window frames. As Co-Founder and Head of Digital I'm responsible for all branding, web development and technologies. Learned that recruitment is one the most important aspects when you want to create a scalable business.

• Branding • Digital Marketing • Strategy • Product Development

PARTNERSHIP & COMMUNITY BUILDER @ Grasple

September 2018 – September 2019

Grasple is a collaborative assessment and exercise platform for math and statistics in higher education that uses smart technology to make education open. I brought in 70K of new recurring revenue, helped structure important sales processes, created professional marketing materials and launched the Open Teacher Day. Learned that it takes all stakeholders to tango and that timing is money.

• Partnership Building • B2B Marketing • Community Building

HEAD OF PRODUCT & GROWTH @ MrFix

May 2017 – December 2017

MrFix matches all sorts of gigs to all kinds of handymen. I was responsible for all systems, technologies and managing the basic marketing efforts. Helped the company reach break-even for the first time by automating and improving parts of the client onboarding and matching processes.

• Product Development • SEO/SEA • Content Marketing • Strategy

FOUNDER & AMBASSADOR OF LUCK @ Crowdlottery.com

November 2011 – April 2016

As founder of a social enterprise that attempted to disrupt the traditional lottery market I have acquired valuable international experience in every business field. I obtained a Maltese gaming license, launched a successful crowd funding campaign, reached players in 23 countries and paid out more than 40k.

• Crowd Funding • Product Development • Branding • Strategy • Digital Marketing

CREATIVE DIRECTOR SUPERMODELS @ IEX Media

June 2009 – October 2013

At IEX Media I became responsible for Supermodels.nl. Learned valuable basic marketing lessons and what it takes to manage multiple projects simultaneously.

• Project Management • Marketing

DATA MANAGER @ IEX Media

December 2006 – June 2009

Controlling the incoming stream of financial data and managing the stock trading game taught me a lot about data, support and responsibility.

• Datamanagement • Support



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EDUCATION

INTRO TO PROGRAMMING NANODEGREE @ Udacity.com

2018

Online course where I gained experience with Python, SQL, Unix & Git on the basis of several real-world projects.

MINOR ONDERNEMERSCHAP @ Universiteit van Amsterdam

2009 – 2010

Minor focused on entrepreneurship that resulted in the launch of a company with fellow students: Led By Light. LBL Company was a startup in affordable and theft-proof LED-lights for bicycles. Unfortunately the light never shined bright. Learned a lot about cooperation and perseverance.

BACHELOR (BA) ECONOMIE @ Vrije Universiteit Amsterdam

2006 – 2008

Attempt to take on a second study next to Philosophy. Failed because I did not pass a propaedeutic mathematics course after not being economic with my time. I did learn about the basics of economic models and theory..

BACHELOR (BA) WIJSBEGEERTE @ Universiteit van Amsterdam

2005 – 2010

Major focused on finding the answer to the ultimate question of life, the universe, and everything. The answer is 42 ;-). With a focus on Political & Eastern Philosophy. Knowing I know nothing only ignited my general interest even more.

VWO @ Oscar Romero College Hoorn

1996 – 2003

The highest variant in the general secondary educational system of the Netherlands. Studied the 'Economy & Society' profile.

LANGUAGES

DUTCH

MOTHER TONGUE

ENGLISH

BILINGUAL PROFICIENCY

FRENCH

INTERMEDIATE PROFICIENCY

GERMAN

BASIC PROFICIENCY

HTML/CSS

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PYTHON

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JAVASCRIPT

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PHP

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SQL

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COMMAND LINE

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WHAT ELSE?

- My Myers-Briggs personality type is ENTP.
- My favorite philosopher is Socrates.
- I read a lot of books: from novels to scientific non-fiction.
- I get inspired by innovative solutions and dedicated people who push the world forward.
- You could cross my path on the field/court while I'm playing football or tennis.
- Or, you could see me in the wild when I'm cycling or snowboarding.
- I support my football club Ajax almost every home game together with my family.
- I like to play board games with my friends, especially Acquire.
- If you want to know even more you can check out jasperversteege.io.