



Stefano Oosthof

Sr. Marketing Strategist & Communications Advisor

"With over 20 years of experience driving brand growth and innovation, I am a dynamic marketing strategist and communications advisor. I excel in brand positioning, campaign management, and digital marketing, having increased brand awareness by over 50% for multiple organizations. My entrepreneurial drive has propelled the success of startups and established companies alike."

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📍 The Hague, Netherlands

🌐 www.stefanomeansbusiness.nl

🌐 linkedin.com/in/stefano-oosthof

📷 instagram.com/stefano_cortelevente

SKILLS

Strategic Marketing

Brand Positioning

Digital Marketing

Content Marketing

Campaign Management

SEA x SEM

Social Media Management

Marketing Analytics

Public Relations (PR)

Storytelling

Audience Engagement

Growth Hacking

Project Management

Partnership Marketing

Design Coordination

WORK EXPERIENCE

Sr. Marketing Strategist & Communications Advisor

Stefano Means Business

09/2013 - Present

The Hague, the Netherlands

As a freelance marketing strategist, I specialize in crafting captivating, result-driven strategies, focusing on brand positioning and awareness.

Achievements/Tasks

- Developed and Implemented marketing campaigns and strategies that boosted brand awareness by 40% in one year.
- Streamlined processes with advanced digital tools, boosting internal communication and efficiency.
- Established strategic partnerships with industry stakeholders, expanding reach and strengthening brand positioning.
- Coordinated the creation of marketing materials (podcasts, videos, whitepapers, etc.), driving a 25% increase in audience engagement.
- Led digital, print, and outdoor advertising campaigns, greatly increasing audience engagement.
- Achieved extensive press coverage in leading Benelux media, with over 1,300 mentions and €600K in media value.

Sr. Marketing advisor & New business manager (freelance)

RSH | Relocation and Immigration Services

03/2021 - Present

The Hague, the Netherlands

RSH ensures a smooth employee transition to the Netherlands, serving diverse clients with Immigration, Relocation, and Housing services.

Achievements/Tasks

- Led RSH's participation in global mobility tenders, securing high-profile clients including Total Energies and Holland Casino, resulting in a 25% increase in annual revenue.
- Developed a comprehensive brand marketing activation strategy, elevating the brand from obscurity to prominence across all channels.
- Initiated nationwide partnerships, significantly increasing brand awareness and business growth.
- Enhanced the company website and implemented a state-of-the-art Relocation software application (Relotalent).
- Revitalized the company's social media presence, leading to increased engagement and higher lead generation.
- Elevated online visibility through coordinated SEA, LinkedIn, and Meta advertising campaigns.
- Coordinated the creation of a versatile brand marketing toolbox, driving new business growth through various media formats.

Contact: Veronique Haverhals - veronique.haverhals@relocation-holland.nl



WORK EXPERIENCE

Sr. Marketing strategist & Communications advisor (freelance)

Colourful People | Colourful jobs

05/2020 - 05/2023

The Hague, the Netherlands

Colourful People links diverse talents and employers. Their commitment to equality shines in Colourful Jobs, NL's premier diversity job portal.

Achievements/Tasks

- Crafted a brand marketing activation strategy that significantly elevated the brand's market presence.
- Managed multi-channel content, boosting brand awareness and generating leads through strategic use of LinkedIn, Instagram, blogs, and newsletters.
- Directed the launch of the new Colourful Jobs website, ensuring a seamless collaboration with web and design agencies.
- Initiated and managed successful SEA, LinkedIn and Print ad campaigns, driving substantial audience engagement.
- Optimized the company's website, enhancing both copy and design to improve user experience.

Contact: Melek Usta - m.usta@colourfulpeople.nl

Marketing and PR manager (freelance)

Music meeting festival | all ears

01/2021 - 09/2022

Nijmegen, the Netherlands

Music Meeting festival and online 'All ears' music channel unite global artists in diverse genres, fostering open-minded connections worldwide."

Achievements/Tasks

- Developed a post-COVID marketing strategy to reconnect with the festival audience.
- Conceptualized an online and TV pilot, 'Meeting Music,' promoting the festival and 'All Ears' to a global audience.
- Launched the 'All Ears' online music channel, significantly expanding the music meeting global audience.
- Established content partnerships with key music and media stakeholders, driving ticket sales and festival participation.
- Managed digital, print and outdoor advertising campaigns, enhancing the festival's brand visibility and ticket sales.

Contact: Sophie Blussé - sophieblusse@musicmeeting.nl

Marketing strategist & Communications advisor (owner)

BnB Promotions Europe

01/2015 - 01/2020

Turin, Italy / Berlin, Germany / Remote

B&B Marketing & PR agency that crafts strategies, coaches on social media, and optimizes websites for B&B owners in Italy and France.

Achievements/Tasks

- Provided marketing and content coaching to 30+ B&B owners in Italy, France, and Spain, boosting bookings.
- Designed and optimized WordPress websites, improving online presentations and Google search visibility.
- Launched and managed a Facebook marketing community, connecting 2,000+ European accommodation owners.
- Secured PR and media coverage in leading NL travel media, resulting in interviews and articles.
- Developed and implemented marketing strategies with B&B owners, enhancing accommodation appeal.
- Coached clients on using booking portals like Airbnb, Booking.com, and Tripadvisor.

Contact: Vincent Wiegiers - mail@vincentwiegiers.com



TECHNICAL SKILLS

Office Tools

Microsoft Office, Google Workspace, Slack, Trello, Relotalent

Sales Tools

Hubspot, Salesforce

Marketing Tools

Google Ads, Google Analytics, LinkedIn Ads, Meta (Facebook) Ads, Hootsuite

Emerging Technologies

ChatGPT, AI Tools

Content Creation

Canva, Mailchimp, WordPress



EDUCATION

- **Bachelor in Business Communications and Public Relations**
Tinbergen Economics, The Hague, Netherlands
09/1993 - 07/1996
- **'Basics in AI & ChatGPT'**
SkillsTown Summer Academy Course, The Hague, Netherlands
2023



LANGUAGES

- Dutch
Native or Bilingual Proficiency
- English
Full Professional Proficiency
- German
Professional Working Proficiency
- Italian
Limited Working Proficiency
- French
Limited Working Proficiency



INTERESTS

- Entrepreneurship
- Digital Trends & Media
- The AI-revolution
- Graphic Design
- Traveling & Exploring New Cultures
- Language Learning
- Music on Vinyl & Vintage Design
- Movies
- Vespa



REFERENCES

Melek Usta | Managing Director and Owner, Colourful People, Colourful Jobs
"Collaborated on brand marketing strategies and website optimization."
 Contact: m.usta@colourfulpeople.nl

Sophie Blussé | Managing Director, Music Meeting Festival
"Worked on post-COVID marketing strategies and content partnerships."
 Contact: sophieblusse@musicmeeting.nl

Managing Director and Owner, RSH | Relocation and Immigration Services
"Developed brand marketing activation strategies and coordinated global mobility tenders."
 Contact: veronique.haverhals@relocation-holland.nl

Patrick Clercx | Managing Director, De Revolutie - Marketing and PR
"Provided strategic marketing and PR consultancy."
 Contact: patrick@derevolutie.nl