



LUCAS VAN MAAREN

SENIOR DIGITAL PERFORMANCE, CRO & GROWTH MARKETER

PROFILE

I am a Digital Performance Marketer and Strategist, with a proven track record in Digital Performance Marketing, Growth Marketing, CRO, Customer Experience and Data & Analytics.

I achieve digital growth through innovative marketing strategy & experimentation.

CONTACT INFORMATION

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KEY QUALITIES

- Stress resistant
- eager to learn
- solution-oriented
- social
- assertive and proactive
- Humour
- independent
- team-player
- happy and positive

TOOLING

- Analytics: GA, Amplitude, Mixpanel, Funnelytics
- UX & Design: Usabilityhub, Canva, Adobe suite
- Website testing: Optimizely, Google Optimize, VWO
- General: Microsoft 360, Keynote, Google suite, Several management programs, SemRush, Hotjar, Trello, Jira, Confluence, Miro, Typeform

EDUCATION & TRAINING

GROWTH TRIBE INSTITUTE

Certificate for
Growth Marketer

Completed, July 2022

MEDIA COLLEGE AMSTERDAM

Diploma in Marketing and
Management

Completed, May 2005

RECENT INTERIM ASSIGNMENTS

DIGITAL PERFORMANCE MARKETER

Aon | December 2021 - present

Support and educate the B2B team to conduct data-driven Performance marketing. I am managing Agencies, setting up CRO framework, channel and data analyses, and determining marketing strategies based on data. Optimize and enrich lead nurturing flows. Improving ROI for the business units.

GROWTH MARKETER

Doculayer.ai | Nov. 2021 - July 2022

Conducted proposition tests via social media. Setting up and executing A/B tests, implementing website optimizations.

MANAGING GROWTH DIRECTOR

JungleGuilds | April. 2020 - Aug. 2021

Setting up company structure, business development, coaching & training marketing talents, recruitment of interim professionals & recruitment talent program. Advising HR and stakeholders for team building based on substantive knowledge.

OWNER

Fast Lane Consultancy | February 2020 - present

Achieve digital growth through innovative marketing strategy & experimentation. I am a Digital performance marketer and strategist, with a proven track record in Digital Performance Marketing, Growth Marketing, CRO, and Customer Experience. I set up Fast Lane Consultancy to help entrepreneurs improve their customer experiences and achieve higher ROI.

I achieve
digital growth...

...through innovative
marketing strategies
& experimentation.

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PROFILE - CONTINUED

I have more than 15 years of experience in setting up tests and experiments, facilitating Customer Journey-, Buyer types- and Roadmap-session. I have worked at various leading agencies as a Client Lead & Digital Strategist. In addition, I have built up a rich and large network of specialized partners and experts in the field of performance-driven online marketing and impactful creative communication.

WORK EXPERIENCE



DIGITAL DIRECTOR/ STRATEGY DIRECTOR (PERMANENT POSITION)

The Valley | November 2017 - February 2020

Overall strategy, facilitating strategic roadmap & customer journey sessions, setting up CRO and Growth strategies (partly) executing planning and budget monitoring, customer relationship, account optimization, and expansion. Process monitoring and optimization.

Clients:

- IJsvogel Retail Groep (Petsplace & Boerenbond)
- PVH Group (Tommy Hilfiger & Calvin Klein Europe)
- AkzoNobel (chemical & paint)
- ONVZ (zorg verzekering)
- Quin & Quin Dokters (digital health start-ups/Scale-up)
- Star-SHL (health lab)
- Bergman Clinics (health specialist)
- Beequip (heavy equipment lease)
- Qurrent (green energy)
- Greenchoice (energy)
- Pameijer (Healthcare)



SENIOR DIGITAL DIRECTOR/ ONLINE MEDIA STRATEGIST (PERMANENT POSITION)

Pervorm | 2015 - 2017

Strategic consultant. Helping companies with digital transformation through strategic consultancy. Customer relationship. Managing and coaching specialist teams.

Clients:

- citizenM Hotels (Global account)
- Pon Bicycle Group (FOCUS, Gazelle, Union, Santa Cruz, Cervelo) (Global account)
- Pon Skoda (National account)
- Media Markt.Be (National account - Belgium)
- TUIFly (National account - Belgium)
- Knab Bank (National account)
- Nationale Postcode Loterij (National account)
- Vrienden Loterij (National account)
- Bank Giro Loterij (National account)



ACCOUNT / PROJECTMANAGER (PERMANENT POSITION)

Several Agencies | 2005 - 2015

Sparring partner at strategic and account levels. Customer relationship, providing solutions on project and company level. Daily maintenance with programmatic and Adwords specialists and clients about A/B testing and media strategies.



DIGITAL DIRECTOR/ STRATEGY DIRECTOR (PERMANENT POSITION)

Buyerminds | April 2017 - November 2017

Project supervision, planning and budget control, facilitator, customer relationship, account optimization, and expansion. Process monitoring and optimization, developing CRO & Growth strategies. Managing teams.

Clients:

- bol.com
- KLM
- Mercedes commercial vehicles
- pon
- TIX
- Smallsteps Childcare

INTERESTS

- Psychology (behaviour and influencing behaviour)
- New (media) technologies and innovation
- Data analysis
- Strategic business operations
- Entrepreneurship
- Coaching