

STEFANO OOSTHOF

MARKETING & COMMUNICATION ADVISOR | STRATEGIST (SR.)

PROFILE

I am an enthusiastic and decisive storyteller, a strong connector, and a creative designer, driven by an adventurous and entrepreneurial spirit. A **marketing** and **communication professional**, with 20+ years of experience, operating at the touch points of strategy, content creation, and brand positioning.

I get fueled by a **compelling story**, and use it to connect people, organizations, and brands from a conceptual and idiosyncratic perspective. A great idea, an attention grabbing tone of voice, and purposeful activation are what I stand for. This is my strength.

EXPERTISE

- Developing and activating marketing and communication strategies (online x offline)
- Initiating and managing content-driven PR campaigns
- Converting brand identities into target audience and market-oriented propositions
- Coordinating and developing a wide range of marketing/communication assets and tools

COMPETENCES

- Communicatively authentic, distinctive, and strong
- Conceptual thinker, able to engage audiences with appealing content and a captivating tone of voice
- Versatile, both managerial, advisory as well as executive
- Flexible, able to work on multiple assignments, projects, and tasks interchangeably
- Professional and social conversationalist, both within the team and towards clients



BY NATURE

- Reliable, professional, and well-organized
- Perfectionist, with a focus on delivering quality
- Creative, with an eye for detail and design
- Proactive and performance/results-oriented
- Multilingual, with an international profile

POSTSCRIPTUM

- I possess a broad MarCom and PR knowledge field, both online and offline
- I have an extensive network of Benelux media and partners within consumer tech, culture, sustainability/innovation, lifestyle, expat housing/relocation, and travel

CONTACT INFORMATION

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WORK & EXPERIENCE

MARKETING AND COMMUNICATION ADVISOR | STRATEGIST (SR.)

SMB | MARKETING & COMMUNICATION | MAY 2013 - NOW

I assist companies, organizations and entrepreneurs in developing, positioning and growing brands and propositions. I forge strategy, content, and presentation into a captivating and result-driven marketing approach for targeting audiences, media and stakeholders.

Core activities

- Developing and activating marketing and communication strategies (online x offline)
- Initiating and managing content-driven PR campaigns
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- Coordinating and developing a wide range of marketing/communication assets and tools

MARKETING & PR ADVISOR

BNB PROMOTIONS | TURIN X THE HAGUE | 2014 - 2019

My own Bed and Breakfast Marketing and PR agency, tailored to developing marketing and content strategies, providing social media coaching and optimizing websites for bed and breakfast owners, situated in Italy and France.

Core activities

- Coaching accommodations in professionalizing their B&B business model
- Developing marketing and PR strategies
- Developing websites and optimizing digital content
- Setting up collaborations with media and influencers (bloggers and vloggers)

Results, among others

- Provided marketing and content support to over 30 B&B owners in Europe
- Initiator and administrator of the [Facebook B&B Owners Marketing Community](#) | 1.200+ members
- Collaborations with leading Italy and France media in the Netherlands (including Taste of Italy, Het Italië Magazine, Côte & Provence, Maison en France)



Before you read on: for more information about my work and project experience, including recommendations, you can also check out my [LinkedIn profile](#).

PROJECTS & EXPERIENCE

A **selection** of clients and projects for which I have worked as a Marketing and Communication Advisor.

MARKETING ADVISOR

RSH | RELOCATION AND IMMIGRATION SERVICES | 2021 - NOW

Core activities

- Optimizing the agency B2B/B2C presentation, both online and offline
- Developing and managing a broad variety of communications, including podcasts and video presentations, among others
- Managing partners and stakeholders relationships
- Marketing in support of the acquisition policy

MARKETING ADVISOR

COLOURFUL PEOPLE | COLOURFUL JOBS | 2020 - 2023

Core activities

- Developing and activating the 2.0 (brand) marketing and communication strategy
- Optimizing the agency website presentation
- Coordinating the development and launch of a new job portal | [Colourful Jobs](#)
- Online campaign management (socials x ads)
- Managing social channels: LinkedIn and Instagram

MARKETING MANAGER

MUSIC MEETING FESTIVAL | ALL EARS | 2021 - 2022

Core activities

- Optimizing the festival profile and overall brand positioning
- Developing and activating a 2.0 marketing and communication strategy
- Co-coordinating the launch of the online music channel '[Music Meeting All Ears](#)'.
- Co-coordinating and co-creating various (online) content formats
- Active press promotion and partnerships management

NL BRANDING & PR ADVISOR

MONOCEROS PR | BERLIN | 2018 - 2021

Core activities

- Translating brand content and marketing propositions tailored to the Benelux region
- Generating media exposure for international accounts

WORK & EXPERIENCE

MARKETING & PR MANAGER

DE REVOLUTIE | **THE HAGUE** | APRIL 2009 - 2019

My own Marketing and PR agency in the entertainment sector, with an expertise tailored to developing impactful Marketing and PR campaigns and generating coverage and articles in national media.

Core activities

- Developing and managing cross-media marketing and PR campaigns
- Writing press releases and coordination of related marketing content
- Providing PR support to both national and international artists, events, and organizations
- Establishing collaborations with (media) partners, sponsors, and stakeholders

Results, among others

- Over 1,300 mentions in both national and local media | Media value of 600K+ euros
- Prime time exposure in leading Dutch media, such as De Wereld Draait Door, 3FM, RTL Boulevard, De Volkskrant, NRC, Trouw, OOR Magazine, etc.

MARKETING COMMUNICATIONS MANAGER

PAARD VAN TROJE | **THE HAGUE** | 2003 - 2008

As Marketing and PR manager, I was responsible for the (inter)national repositioning, development, and implementation of an overarching marketing and PR strategy following the reopening of PAARD in 2003.

Core activities

- Developing and activating marketing and PR strategies for a renewed (inter)national brand positioning
- Developing and managing cross-media marketing content and communication materials
- Coordinating design processes and maintaining brand identity
- Actively promoting concerts and events

Results, among others

- Various **national marketing awards** received for campaigns such as No Risk Ticket and PaRadio, including the VNPF IJzeren Podiumdier, Nieuwe Revu Nachttempel Award, and Kink FM Award
- Coverage on national NOS news, RTL news, VPRO, and (inter)national media for the No Risk Ticket campaign

PROJECTS & EXPERIENCE (CONTINUED)

MARKETING COMMUNICATIONS MANAGER

TU DELFT CAMPUS | **DELFT** | 2019

Core activities

- Overall coordination and execution of marketing and communication activities for the TU Delft Campus Kick Off event
- Development and activation of website content, newsletters, social media posts, and video items
- Design and implementation of recruitment campaigns to encourage event participation

ACCOUNT & PR MANAGER BERLIN

MUNICIPALITY OF THE HAGUE | **IMPACTCITY** | 2018 - 2019

Core activities

- Approaching startups in Berlin for participation in the ImpactCity program
- Organizing events within startup communities to present program content
- Informing business and startup media in Berlin about the mission of ImpactCity

PARTNERSHIPS & CONTENT MANAGER

SPIEL GAMES | **AMSTERDAM** | 2016 - 2017

Core activities

- Negotiating, establishing, and coordinating collaborations with international game developers (including **SEGA**, GoodGame)
- Activating and managing content marketing campaigns and partnership accounts
- Translating industry trends into a targeted partnership strategy

COMMUNICATION & CONTENT MANAGER

TEUFEL AUDIO | **BERLIN** | 2015

Core activities

- Developing and managing digital content (webshops, landing pages, newsletters, social media, etc.)
- Writing, translating, and publishing marketing copy and content
- Maintaining relationships with journalists, partners, and stakeholders

KNOWLEDGE: TECHNICAL SKILLS

I have a wide range of experience regarding working with the programs, media and tools listed below.

- Microsoft Office
- Google office
- Goolge Analytics
- Wordpress CMS
- Mailchimp
- Canva
- Slack
- Trello
- Hootsuite
- LinkedIn
- Instagram
- Facebook

KNOWLEDGE: EDUCATION

Bachelor in Business Communications and Public Relations

Tinbergen Economics | The Hague

1993 - 1996 | Graduated

Trainee Program | Business Communications and Client Relations

ING Business School | The Hague

1996 - 1998 | Graduated

PR Academy Utrecht

Het Monumentale | Course | Utrecht

2006 | Graduated

Italian language course

Dante Alighieri | The Hague

2012 - 2014 | B2 Certificate obtained

French language course

NTI | TAAL TAAL | The Hague

2022 - now | Currently A2 level

KNOWLEDGE: LANGUAGES

- Dutch - Mother language
- English - C 2
- German - C 1
- Italian - B 1
- French - A 2

RECOMMENDATIONS

"Stefano supported us in managing the NL PR account for our client LimeBike. He has done an excellent job in this and is very focused, committed and reliable"

- Simone Krist | PIABO PR Berlin

"Stefano always keeps an overview and thinks about ways to optimize processes. In addition to an impressive command of a multitude of languages, he is also particularly skilled in dealing with a broad variety of software and CMS systems"

- Natalie von Hoffmeister | Teufel Audio

PROJECTS & EXPERIENCE (CONTINUED)

MARKETING COMMUNICATIONS MANAGER

PARADISO | GROTE PRIJS VAN NEDERLAND | 2014

Core activities

- Coordination and implementation of the marketing and communication strategy
- Managing online and offline content (website, newsletters, press releases, social media)
- Approaching the press and generating media exposure
- Initiating and managing partnerships with brands such as SONOS, Converse, KeyMusic, MusicMaker, etc.



For a comprehensive overview of my work and project experience, including recommendations, you can also refer to my [LinkedIn profile](#).

INTERESTS

Digital storytelling and design, entrepreneurship, traveling, France x Italy, live music and vinyl, vintage Vespa, single malt whisky, Juventus, chocolate ice cream, Mad Men, James.