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In possession of driving license B

ZITA D. CHENGADU



14-08-1995



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An energetic and confident woman with a strong will and eagerness to learn new things. I am an *ENTJ* type, meaning I like to lead, see future perspectives, overcome obstacles and make difficult decisions easily, push to get things done and work efficiently. I am aware of my strengths and weaknesses and I try to work on these by developing my emotional intelligence. Scan the QR code or click on it to find out more about me.

WORK EXPERIENCE

Owner Kuuske

Kuuske Proprietorship, Amsterdam
2023-present | The Netherlands

- ▶ *Founder*: founded an (event) media platform, organised a successful first edition with +/- 700 visitors and placed the brand with Financial Publishers to grow
- ▶ *Consultancy*: started my proprietorship to manage the brand I founded and take on more marketing/communication/event projects
- ▶ *(F)influencer marketing*: built a valuable network of (f)influencers who create content & generate reach to connect to the right companies in my network
- ▶ *Other services*: presenter, speaker, podcast host, audiovisual content creator (created more than 500 videos)

Founder BeursInside

Financial Publishers, Almere
2021-present | The Netherlands

- ▶ *Content creator*: created multi-media content about investing for the Dutch audience (18 to 45, y/o) resulting in a reach of 4K and still growing
- ▶ *Media advertising*: developed (social media) advertising campaigns which resulted in 80% of the ticket sales.
- ▶ *Account manager*: build and maintained partnerships resulting in the first event almost breaking even
- ▶ *Event manager*: organise, make programmes, find highly valued speakers and sponsors, manage, be chairman of the day

Intellectual property manager

Durban, Muiderberg
2019-present | The Netherlands

- ▶ Responsible for managing the intellectual property, (website) domains and contact with the hosting services.

Coordinator Bull Up Beleggersclub

TRIPLE i Group, Weesp
2018-2022 | The Netherlands

- ▶ Coordinate the biggest investment club with 5000+ members
- ▶ *Social media*: created audiovisual content for socials and grew traffic to the website by 15%
- ▶ *Member acquisition*: realised 20% growth in free members and 5% of VIP paid memberships through real-life campaigns during events

EDUCATION

MSc Marketing with merit, HEAR recognition

University of Edinburgh Business School
2020-2021 | Scotland

- ▶ *Dissertation*: how talk shows can stimulate investors' intentions and behaviour to keep watching, return to watch and the actual behaviour of investing. A-
- ▶ *Edinburgh Award*: personal development award for effective team work, leadership and critical thinking

BA Media Information & Communication, grade, A- (8) with Honours

Amsterdam University of Applied Sciences
2016-2020 | The Netherlands

- ▶ *Specialisations*: Audio Visual content creation/communication, Media concepts
- ▶ *Thesis*: develop a YouTube explanatory format for 18 to 30 y/o how to invest
- ▶ *Honours programme*: extracurricular courses, Conscious Business, Innovation with Impact and Marketing Culture

Intern Video Production grade A, (9)

Radiocorp SLAM! / 100% NL, Naarden
08/2019-01/2020 | The Netherlands

- ▶ *Produce*: coordinate the filming for YouTube and social media content, edit content, develop creative ideas
- ▶ *Journalism*: research topics and people, develop interview questions and conduct interviews

Intern Marketing grade, A (9)

Zamro (webshop), Amsterdam
09/2017-02/2018 | The Netherlands

- ▶ *Research*: retention marketing, resulted in profitable solutions

EXTRACURRICULAR ACTIVITIES

Social Secretary, office bearer

Edinburgh University Wine Society
2020-2021 | Scotland

- ▶ *Present & acquisition*: Designed a new way of presenting the wines in covid times with flyers and audio-visual quizzes resulting in more (satisfied) attendees

SOFT &

- ▶ EQ (97)
- ▶ Flexibility
- ▶ Creativity
- ▶ Persuasion
- ▶ Leadership
- ▶ Organization
- ▶ Critical Thinking
- ▶ Communication
- ▶ Decision-making
- ▶ Problem Solving
- ▶ Analytical thinking
- ▶ Willingness to learn

HARD SKILLS

- ▶ Sales
- ▶ Design
- ▶ Marketing
- ▶ Negotiation
- ▶ Administrative
- ▶ Video Production
- ▶ Marketing
- ▶ Italian basic
- ▶ Analytical Thinking
- ▶ Marketing Research
- ▶ English proficient
- ▶ Project Management



Sales Agent

DPG Media, Amsterdam

02/2020-08/2020 | The Netherlands

- ▶ *Sales/retention*: keep existing members, when needed with special offers

Organiser Bitcoin Crypto Congress

TRIPLE i Group Weesp:

09/2018-11/2018 | The Netherlands

- ▶ *Sales*: Made deals with new companies which resulted in breaking even and long-lasting partnerships
- ▶ *Coordinate*: developed a high educational programme by using the knowledge of professionals & partners, resulting in 400 visitors.
- ▶ *Present*: as the organiser of the event and maintaining close contact with the speakers I was chairman of the day

Account manager

Zamro (webshop), Amsterdam

08/2017-09/2018 | The Netherlands

- ▶ *Develop new function*: create the new function of the account manager
- ▶ *Sales acquisition*: retrieve new accounts and manage them

Customer service

Zamro (webshop), Amsterdam

04/2017-08/2017 | The Netherlands

- ▶ *Sales*: create special offers
- ▶ *Service*: assist customers, create brand value

Sales advisor

I Centre, Bussum

03/2016-05/2017 | The Netherlands

- ▶ *Sales*: Apple training courses, selling products and insurances

Assistent event manager

Triple i Group, Weesp

07/2015-10/2015 | The Netherlands

- ▶ *Organise*: assist with organising the BeleggersFair.

BBA Tourism Management

Inholland University of applied sciences

2014-2016 | Diemen, The Netherlands

- ▶ *Research*: qualitative/quantitative, analyse, transcribe, code, use SPSS
- ▶ *Winner Landal Greenparks project*: manage a virtual park, create ideas to improve the quality and experience

HAVO Senior general secondary education

Sint Vitus College Bussum

2012-2014 | The Netherlands

- ▶ *Course*: Dutch, English, Math, Economics, Management & Organisation, Art (Art history), Civics, Philosophy, Cultural and artistic education, Gymnastics

MAVO general secondary education

Sint Vitus College Naarden

2008 - 2012 | The Netherlands

EXTRACURRICULAR ACTIVITIES

DAS Award, 2nd place

DAS 24 Hours Challenge

2019 | Amsterdam, The Netherlands

- ▶ Develop a problem-solving idea within 24 hours.

Volunteer, winner Zapp project

Zapp Your Plannet

2017 | Hilversum, The Netherlands

- ▶ Take over the YouTube channel of Zapp and present

Winner North-Holland Debate

Het Jongere Lagerhuis Debat

2012 | Bussum, The Netherlands

HOBBIES

Golf

Business member, Golf Waterland

Amsterdam, The Netherlands

- ▶ Ladies competition team 2023
- ▶ Ambassador

Art & History

Scuola Leonardo

Firenze/Roma, Italy

- ▶ Art & history: Medici & renaissance in Florence
- ▶ Art & history: Baroque time in Rome

Investing

- ▶ Passive investing

Sports

- ▶ Weightlifting, cardio HITT
- ▶ Kickboxing
- ▶ Skiing
- ▶ Hiking

Reading/podcasts

- ▶ History novels
- ▶ Stoics/philosophy
- ▶ Mystery/detectives
- ▶ Mindset/entrepreneurial