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## PROFESSIONAL SUMMARY

Result-oriented and user-focused **Full-Stack Software Developer** with sound analytical skills and entrepreneurial mindset complemented by experience in product management, project management, managing direct and customer supplier relationships, and consulting. Solid history of leading and working with cross-functional teams throughout product development and customer success management roles in the eCommerce, energy, financial, telco, and SaaS industries.

Background encompasses B2C and B2B markets, from startup to enterprise level, using waterfall and agile methodologies, including discussing requirements with clients, proposing solutions, ensuring a pleasant user experience, and performing QA. Persistent drive to learn new technologies / skills; expertise in identifying pain points and suggesting road maps to improve decision-making, workflow, and automation. Worked in the trenches with cross-functional teams of business analysts, designers, content managers, engineers, testers, data analysts, application managers, release managers, marketers, and pricing experts.

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## PROJECTS PORTFOLIO

An overview of sample projects is available at [www.mrgoddijn.com](http://www.mrgoddijn.com)

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## SKILLS & EXPERTISE

**Programming:** HTML5, CSS3, Bootstrap, JavaScript, jQuery, Gatsby, React, JSON, Grav, Node.js, Express, PostgreSQL, Sequelize, Python, VBA, PHP, SQL

**Tools:** Git, GitHub, Visual Studio Code, JIRA, Confluence, AWS, Heroku, Balsamiq, Google Analytics, Adobe SiteCatalyst, Adobe Test&Target, Adobe Insight, WordPress, PHPMyAdmin, Microsoft Office, Microsoft Excel, Adobe Illustrator, Adobe Photoshop, Slack

**Languages:** English, Dutch, German

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## EXPERIENCE

**Full-Stack Software Developer**, Houston, TX, United States:

Participated in one of Houston's TOP3 immersive coding bootcamps where students completed individual and group projects involving front-end development (HTML, CSS3, jQuery, Bootstrap, JavaScript, Gatsby, React), back-end development (Node.js, Express, EJS, PostgreSQL, Sequelize, Python), and other tools (Git, GitHub, AWS, Heroku, Visual Studio Code). Then continued exploring new frameworks and libraries with team members to supplement curriculum, and developing more projects/experiments.

**Product Owner and Co-founder @Brandfie**, San Francisco Bay Area, CA, United States:

Co-founded innovative SaaS platform to help brands make social media actionable, uniting brands and fans to maximize exposure, customer engagement, and new revenue streams for brands while showing appreciation for loyal customers with rewards, special offers, and promotions in exchange for branded images.

- Spearheaded product definition, development, and launch of user mobile apps as well as customer web portal. Performed business and market analysis, gathered requirements, and created user stories and mock-ups / sketches.
- Coordinated operations from concept to minimum viable product (MVP) using agile methodologies and bi-weekly sprints. Improved prototypes and MVPs through updates based on client feedback.
- Collaborated with lead developer to discuss and select solutions and directions for architecture or features, as well as plan and scope sprints.
- Completed backlog grooming, executed QA testing, set up alpha- and beta-testing with users, and created product documentation.
- Released Android and iOS mobile app and web portal, that enabled brand owners and administrators to create new campaigns; followed by web app to access target audience that uses non-iOS and non-Android devices.

### **Data Analyst and Consultant @Philips**, Amsterdam, The Netherlands:

Fulfilled role divided across content syndication (ROI) reports for global eCommerce for three key business units and Amazon sales reports for seven key markets for the Personal Care business unit.

- Conducted product / data analyses for seven key consumer electronics markets, presenting insights and performance metrics to senior management.
- Collected data from third-party provider and manipulated to conform with internal standards and calculate content syndication ROI for global eCommerce spend of over €1 million.
  - Coordinated automation of reporting processes, gathering requirements and executed QA testing. Streamlined process to reduce labor hours by >60%, minimizing potential for errors.
- Analyzed content syndication data and created monthly reports on ROI. Communicated insights to key stakeholders through detailed reports, and to business units via a newly created info-graphic.

### **Product Manager / Project Manager @Adversitement**, Amsterdam, The Netherlands:

Consulting and software implementation agency focused on web analytics, A/B testing, tag management, and GDPR compliance.

- Managed 5-15 projects simultaneously for key clients across the insurance, banking, tel-co, and eCommerce industries; engaged in hands-on partnerships with cross-functional teams of internal business and technical consultants and client or third-party stakeholders.
- Enabled project managers and consultants to (over)deliver, cultivating long-term client relationships and driving return business through instrumental role in thought leadership and realignment of sales team.
  - Shifted sales culture beyond strict focus on closing deals to prioritizing customer satisfaction and minimized overall impact of proposed solutions from overselling, decreasing potential for unmet customer needs / expectations.
- Achieved 212% increase in productivity by completely retooling processes for A/B and multivariate testing from initial intake to final report. Implemented standardized templates for documents to eliminate rework and optimizing processes based on previous experiences.

### **Product Manager / Project Manager @Nuon**, Amsterdam, The Netherlands

A top 3 energy provider in The Netherlands, offering electricity and gas to households (B2C) and businesses (B2B) throughout most of the country.

- Performed business analysis, gathered requirements, translated requirements into customer needs, fulfilled needs by designing solutions using sound understanding of technical trade-offs.
- Managed 5-20 team members in B2C and B2B projects with an impact of €1 – €10 million and a project budget up to €1 million.
- Ensured successful launch of key B2C projects, including full redesign of retail website and new features for retail self-service environment serving more than two million households.
- Launched 2 new B2B self-service environments, a redesign to improve UX for SMB and another that provided Enterprise customers with data not previously available and insight in ROI.
- Provided thought leadership to influence internal clients to move toward philosophy and culture of identifying user needs and building products that improved user experiences.
- Developed an internal project portfolio dashboard using HTML, CSS, PHP, MySQL with option to generate Excel exports for project board.

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## **EDUCATION**

**Product School**, San Francisco, CA, USA:

**Software Product Management (SPM) Certificate**

**2016**

**University of Leiden**, Leiden, The Netherlands:

**MSCS in ICT in Business**

**2006**

**Amsterdam University of Applied Sciences**, Almere, The Netherlands:

**BS in Information Engineering**

**2003**