

Curriculum Vitae

Personal

Last name: de Feijter
First name: Coen
Date of birth: 25-09-1989
Nationality: Dutch
Telephone: 0031 6 10670569
Email address: coendefeijter@gmail.com
Driver's license: car, motorbike, agricultural vehicles



Experience

2018

Branch: Fast Moving Consumer Goods
Employer: Unilever
Function: Project Manager/ Coach I'm Wall's

Activities:

- Field Coach of Salesforce (aprox. 20 FTE)
- Creation of training syllabus
- Recruitment
- Account Management involved stakeholders
- Connector and facilitator between local municipalities and Unilever
- Budget owner
- General project management

2017

Branch: FMCG
Employer: Unilever
Function: (Assistant) National Account Manager Trade Out of Home

Activities:

- Development and execution of annual trade promotion- and forecast calendar
- Monitoring of and stakeholder within Supply Chain;
- Category Management (listing & second placement);
- Promotion and advertisement appearances in cooperation with Channel Marketeers
- Create incentive/loyalty programs for wholesalers
- E-Commerce step up (cross-selling, perfect store online, presentation of products)

I'm Wall's is a cross functional collaboration between local governments and Unilever marketing, sales and HR department aiming at training and (re)integration of participants whom all face disadvantaged labour perspectives

2016

Branch: FMCG
Employer: Unilever
Function: Sales Support Specialist and trainer

Activities:

- First point of contact account managers providing solutions regarding commercial issues
- Coaching outbound telesales team
- Trainer in sales tools
- Case owner of promotional finance transactions related to mass market clients

- Monitoring and adjustment of budget forecast
- Unlocking commercial- and marketing related opportunities

2015

Branch: FMCG
 Employer: Unilever
 Function: Junior Account Manager

Activities:

- Hot- and cold acquisition (target based)
- Account management
- Contractual locking
- Relationship management
- Operational execution national marketingplan

2007-2014

Branch: Retail
 Employer: Albert Heijn (supermarket)
 Function: Team leader (earlier: sales representative)

Activities:

- Responsible for daily operations
- Shop improvements and appearance (including in-store routing proposals)
- First contact person of external sales representatives and account managers
- Freight handling
- Stock management
- Contact en advisor of customer

2004-2007

Branch: Agriculture
 Employer: P. Pol
 Function: Farmhand

Activities:

- Leek farming (sow, dibble, harvest)
- Tractor driver
- Installing of irrigation systems
- Irrigation maintenance
- General farm hand activities

Education

University of AS

2010-2014: International Real Estate & Facility Management, BredaUniversity, BA achieved (English education)

Middle Management Vocational Training

2007-2010: Retail management, Zoomvliet College
 Diploma achieved

High school

2001-2006: Da Vinci College, economic profile
 Diploma achieved

Others

Language:

Dutch (C1), English (C2), Spanish(A2).

IT:

Certificates:

Zenith negotiating course

Coaching and leadership

First Aid

Social Hygiene

- Google Analytics
- SPSS
- Adobe Photoshop
- Adobe Illustrator
- Adobe Lightroom
- MS Office
- Windows/ IOS/ Android
- Multiple CRM systems

References

Unilever sr, R. Rijdsijk
Sales Manager Trade
010 439 4768
Nassaukade 5, 3071 JL Rotterdam

Hamilton Bright ms. A. Leijenaar
Project Manager
0515 429 850
Wagenmakersstraat 1,
8601 VA Sneek

Other relevant experiences

2015- current

Name: Belcrum Beach (city beach)
Place: Breda
Function: Volunteer, bar commission, A/V technics

2012- 2016:

Name: Breda Barst (festival)
Place: Breda
Function: Volunteer, bar responsible, builder, rigger, gator driver, crowd control