

Curriculum Vitae

Name: Bart Mansier
Date of Birth: 23-01-1992
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I am a pro-active student excelling as an entrepreneurial, passionate and problem solving student working in the field of strategic marketing and marketing intelligence.

Education:

2014-2016 Double Degree Master Strategic Marketing Intelligence
Exp. in June University of Groningen & BI Norwegian Business School Oslo

- MSc Marketing Intelligence, GPA **7.2/10**
- MSc Strategic Marketing Management, GPA **A** out of A-F (*currently*)

2013-2014 Pre-Master Marketing Management
Sept. - June University of Groningen

- Statistics, strategic marketing and marketing research
- Pre-MSc paper: The influence of name letter branding in retailing
- GPA **7.0/10.0**

2010-2013 Honours Program
Dec. - Jan. Hanze University Groningen

- Leadership, excellence, strategy and marketing
- Paper: Vision paper of sports policy regarding elderly in sports
- GPA **8.3/10.0**

2009-2013 Bachelor of science in Sports Management
Sept. - June Hanze institute of sport studies

- Sports marketing, sponsorships & leadership
- BSc Thesis: How experiences increase value during sports events
- GPA **7.4/10.0**

Extracurricular activities

2014-2017 Board Member
Dec. - Dec. Alumni SGM

- Initiator of CIDS, a brand new mentoring program for honours students
- Daily management

2014-2015 Creative writer and editor
May - July MARUG Media Team

- Writing of marketing related articles, click [here](#) for the complete portfolio
- Retail, branding, market and creative insights

2011 **Committee member external affairs study trip Barcelona**
April - June *Honours community*

- Contact person external affairs
- Program and content management

2010-2011 **Board Member**
Jan. - Dec. *Groningen Talent Group*

- Top 150 most talented students of Groningen
- Initiator and interdisciplinary talent manager
- Multidisciplinary thinktank

Internships

2013 **Walk of the World**
Jan. - June *Nijmegen*

- The biggest multiday sporting event of the Netherlands
- Bachelor thesis related to the experience economy
- Quantitative experience analysis
- External affairs and partnership management

2010-2011 **Sport Innovation Lab & Health Centre**
Sept. - June *Hanze institute of sport studies*

- Developing the marketing plan and execution
- Customer selection
- Working with DEWI and Technogym software (CRM)

Work experience

2013-2015 **Part-time retail salesman**
Oct. – Aug. *Phone House SWAS MediaMarkt Groningen*

- Active selling smartphone's and mobile contracts
- Usage of cross selling techniques
- Quantitative data research

2010 -2013 **Part-time retail salesman**
Dec. - Sept. *Men at Work Groningen*

- Pro-active sales regarding customers
- Usage of cross selling techniques

Additional information

Sports: Winner National Dutch Swimming Championship 2008
Former regional record holder 100/50 meters butterfly stroke

Languages: *Dutch (native ILR 5) - English (excellent ILR 4) - German (professional ILR 3) – French (limited ILR2) – Norwegian (limited ILR2)*

Software: Microsoft (Word, Excel, Publisher, PowerPoint)
DEWI (CRM software)
SPSS, STATA, UE-Wirtschaft (Quantitative database software)
APP (Apple Product Professional)
Adobe (Photoshop CS6)