

# Curriculum Vitae



Name: Bart Mansier  
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– BARTMANSIER.COM –



***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*)
  - MSc Paper: Aiming for the 'golden spot': *Marketing effectiveness of official sponsorships during major sporting events, a longitudinal analysis of durables, how to be effective?*
- 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 analysis of experiences  
- 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 telecommunications**  
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-Wissenschaft (Quantitative database software)  
APP (Apple Product Professional)  
Adobe (Photoshop CS6)