



MICHELLE
— V. WEVERWIJK

■ SR BRAND DEVELOPMENT

ABOUT

I am your commercial department in one. With 5+ years of experience in Graphic Design, B2B Commercial Strategy Development, 360° Brand Building, Demand Generation, and UI/UX Design, turning complex explanations into engaging tales.

SKILLS

Full Adobe Suite	Commercial Strategy
Brand Development	Business Case Building
Public Speaking	B2B Sales

LANGUAGES

English	Dutch	German
C2	NATIVE	B1 - B2

EDUCATION & BACKGROUND

2014 - 2018

BACHELOR OF COMMUNICATIONS

HU UNIVERSITY OF APPLIED SCIENCES

2014-2018

MINOR ABROAD | SCIENCE FICTION, FILM, STORYTELLING

CARLTON UNIVERSITY, OTTAWA ONTARIO CANADA

2022

GROWTH HACKING CERTIFICATION

FOUNDER PROGRAMME GOOGLE FOR STARTUPS & GROWTH ACADEMY

EXPERIENCE

2020 - Present

SMARTMILE, NETHERLANDS | GERMANY | FINLAND | KENYA

CHIEF COMMERCIAL OFFICER

Department Management, Agency Management
Leading Smartmile in their commercial exit
360 Brand Marketing, including all Graphic Design
PR, videography, strategy dev, pitching, and UI/UX design
Group-wide business case dev. and all-around fundraising.

2019 - 2020

MITREX, TORONTO | CANADA

BUSINESS & BRAND DEVELOPMENT

Pitching to C-level architects & real estate developers
All-round graphic design and brand development
Key account management, agency management
Brand development & positioning strategy.

2012 - 2016

THE GROUNDBREAKERS AGENCY

BRAND ACTIVATION CREATIVE

Creative concept development for Experiential
Marketing Activations for international brands
Proposal development and pricing
Managing Graphic Design, Videography, Social Media,
and Web Design

2019 - Present

FREELANCE BRAND DEVELOPMENT

GRAPHIC DESIGN, VIDEOGRAPHY, MARKETING, AND SALES

Clients include: 100 Little Steps (DE), Chocoa Festival (NL),
Electro Renner (DE), Zurrigo (DE, KE), Equipoise (INT), Tobacco
Theater (NL), Lifeview Life Coaching (NL)

REFERENCES

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