DARREN **VAN BOOY**

Senior Product Owner / Marketing Strategist

Address.

Haarlemmerdijk 81-1, Amsterdam 1013KC. The Netherlands

+31 655908597

darren.booy@gmail.com

Date of Birth 21st June 1979



- Video Advertising Certification

- Mobile Advertising Certification

Professional Project Management

PRINCE2 PRACTITIONER

Certification

PROFILE

Highly analytical and modern marketing mindset coupled with strong management experience and a creative flair for design. Experience in product market fit and brand positioning with an expertise in technical data driven analysis, providing insight for informed and insightful business growth decisions.

An expert published in multiple fields with proven growth results and skilled at translating symptoms into root causes to mitigate successful execution and process risk.

EXPERIENCE

ACADEMIC

2001

2018 - NOW RTL / VIDEOLAND - Senior Product Owner

UNIVERSITY OF READING, UK

grade

BSc Computer Science (hons) -

Sullivan Award Winner for highest

Senior Product Owner for Onboarding, Conversion Rate Optimisation product

departments

MULTISAFEPAY - Senior Product Marketing Strategist 2016 - 2018

Senior Marketing Strategist for the Qwindo Marketplace App

2009 - 2016 SELF EMPLOYED CONSULTANT - SEO/Marketing Specialist Consultant

Consultant for a number of clients focusing on SEO, Website Development

Project Management, Product Market Fit and Business Growth.

2002 - 2009 **UNIVERSITY OF READING - Resarch Fellow (Post Doc)**

Lead researcher on various research projects in collaboration with the commercial sector.

PROFESSIONAL

CERTIFIED PROFESSIONAL SCRUM 2019 2018 MIT MIT PRODUCT OWNER (PSPO-I) - Data Science & Big Data Analytics - Micro-Economics - (MITXPRO) CERTIFIED SCRUM MASTER 2019 (CSM-I) 2017 HARVARD BUSINESS SCHOOL Data Science R (HBX) GOOGLE GAIO CERTIFICATION 2017 Google Analytics professional 2014 UNIVERSITY OF READING, UK GOOGLE ADWORDS CERTIFICATION 2016 PhD - Making Public Access Terminals - Search Network Certification Accessbile through an Adaptive Smart - Display Advertising Certification Card System (pending viva) - Shopping Advertising Certification

2016

2016

KEY RESPONSIBILITIES



Core Marketing Strategy:

Strategic value proposition, online lead generation, multi-channel marketing, search engine optimization (SEO/SEM), competitive analysis, social media marketing.



Strategic Leadership:

Managing teams & departments, engineered revenue and cash flow improvement & generation, business strategy, consensus building, acceptance/quality criteria focused, teamwork & mentoring.



Product & Project Management:

Rapid prototyping specification, product marketing fit analysis, UX specialist, conversion/attribution mangement, investigatory optimisation metrics, process improvement, app & web analytics, risk & project management.



Financial Analysis

Optimization forecasting, financial analysis, management of large budgets (up to 2 million), setting data-driven KPIs.



Data Data Driven & Results Orientation:

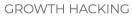
Builds team oriented culture that distills both technology and business strategy into practical results like profitable revenue growth and satisfied customers.

PROFICIENCY AND SKILLS













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LANGUAGES







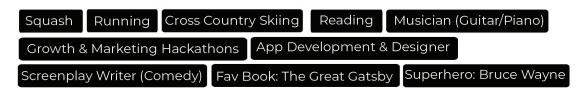


PUBLICATIONS & PUBLIC SPEAKING

2018 - Growth Hackathon #4 with Smartvizual at Growth Tribe, Amsterdam

Published in (For full publication list, please drop me an email)
12 Academic Conferences / 2 Scientific Journals / 3 Textbooks / 2 Articles

MORE ABOUT ME



OTHER ROLES

Colour & Lighting Surveyor - Using Colour Spectrophotometer SP64, Acugloss meter, X-rite Colormaster, ambient iluminance and luminance viewfinder meter.

Background/Supporting Actor: Mainly working for Warner bros/BBC/Mad Dog on varying roles as a background supporting actor. Currently movies include King Arthur (2017), The Legend of Tarzan, The Hour (BBC).