

BOB BALM

Marketing MacGyver

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Utrecht, NL



SUMMARY

I'm a Marketing MacGyver. My two biggest skills are creativity and system thinking. I love being a 'digital architect', building machines that have impact. Marketing is the field that I express these skills in on a daily basis.

EXPERIENCE

Marketing MacGyver

Elemental Marketing (owner)

09/2018 - Ongoing Utrecht, NL

- Helped entrepreneurs build predictable lead generation systems and position themselves in the market
- Built an online course on predictable lead generation
- Learned a tremendous amount about entrepreneurship

Marketing Automation Consultant

Elemental Marketing (owner)

01/2018 - Ongoing Utrecht, NL

- Assisting agencies in consulting and implementing various marketing automation platforms, such as Hubspot and Oracle Eloqua
- Built an extremely complex GDPR compliancy program for Philips Lighting (now Signify)

Marketing Automation Manager

Lobster Ink

07/2017 - 01/2018 Amsterdam, NL

Marketing Automation Consultant

spotONvision

11/2015 - 06/2017 Amstelveen, NL

- Marketing automation consultancy (Eloqua & Act-On) for T-Mobile, Nuon, Tele2, and various other B2B businesses in NL.
- Migrated Nasdaq B-Wise from Silverpop to Eloqua, including complex SFDC integration and migration of 400+ content assets in <2 months.

MOST PROUD OF



Self development

The past 1,5 years as an entrepreneur have been a tremendous educational journey.



MacGyver insight

Able to quickly conceptualize digital architectures (marketing or otherwise) and build solution prototypes from it.



Nasdaq B-Wise migration

Still one of my proudest achievements.

SKILLS

Marketing Automation

Oracle Eloqua

Hubspot

Act-On

ActiveCampaign

SFDC

Buyer Persona's

Customer Journeys

Inbound Marketing

EDUCATION

MA - New Media & Digital Culture

Universiteit Utrecht

BA - Communication & Information Studies

Universiteit Utrecht