

# Mariana Pietersz

Date of Birth: 26 September 1994, Curacao.



## EXPERIENCE

### **Change-CX, Client Marktplaats- Inside Sales since August 2024-now.**

August 2024 - Now

As an Inside Sales Representative for Marktplaats at Change-CX, I assist Marktplaats users/clients in enhancing their online visibility through tailored advertisement strategies. My role involves advising clients on marketing campaigns, offering advertisement packages or subscriptions, and ensuring optimal visibility of their products and services to consumers. By achieving targets, I contribute to increasing revenue while maintaining excellent client relationships. This position enables me to leverage sales expertise, receive comprehensive training, and thrive in a dynamic and collaborative environment.

### **Boutique Marketing Agency, (Content Creation, Ads & Social Media Management for SME in several languages)- Founder of Dorothea Media Agency.**

December 2022 - June 2024

With extensive experience in developing websites and establishing impactful social media presences for businesses, I specialize in creating formal or creative video and text content that is both captivating and effective at driving conversions. I deliver tailored content in multiple languages—including English, Spanish, French, Portuguese, and Dutch—optimized for a variety of platforms.

My expertise includes creative filmmaking, photography, blog optimization, email marketing campaigns, and managing promotional projects. I have achieved significant results in building brand awareness, maintaining high audience retention, and driving engagement and conversions on platforms such as LinkedIn for Business, YouTube, Pinterest for Business, Meta (Instagram and Facebook), and TikTok Business Manager.

### **Pillows Boutique Hotel Maurits At The Park, Amsterdam Oost — Sales & Marketing Representative.**

October 2022 - October 2023

I played a pivotal role in the successful launch of a new boutique hotel in November 2022, contributing to the organization of events for its grand opening. My responsibilities included planning and coordinating a wide range of events—such as baby showers, weddings, and corporate gatherings—hosted in the hotel's restaurants and meeting rooms.

In addition to managing hotel room reservations, I oversaw the Customer Content Experience for the hotel's Urban Spa. This involved creating engaging content to promote the spa, enhance customer interaction, and drive brand visibility. My work reflected a comprehensive approach to hospitality, combining operational excellence with creative marketing.

### **Global Enterprise Partners-Sthree, Amsterdam South— Marketing Consultant & Account Manager-STEM Industries.**

June 2021 - September 2022

In my role at this recruitment company, I was responsible for acquiring top talent and experts to work with our clients in the technology industry. Additionally, I served as a Consultant for Customer Care, managing all

## CORE COMPETENCES

Analytical and forward thinking, goal oriented, can-do mentality and proactive, people person, Interpersonal awareness, team player, and attuned to cultural differences, empathetic, strong administrative and organizational skills, resourceful.

### *Computer skills:*

Microsoft Office and Excel, Cube and more, basics of web design.

### *Hobbies/ interests:*

Dancing, modeling, singing (Sopraan Choire LKP), realistic painting.

## AWARDS

### **\*WINNER MISS TOURISM WORLDWIDE INDONESIA 2019-2025**

Twice local pageant winner and one international titleholder.  
-National: Miss Avantgarde 2016-2018 and Miss Eco Curacao 2019, where I represented Curacao in Egypt April of 2019 and

aspects of the onboarding and offboarding processes for both new and existing contractors.

I also oversaw the performance and engagement of contractors and ambassadors for two of our largest clients, Nike and Accenture. Beyond these responsibilities, I collaborated with both internal and external Marketing Communication teams, contributing to creative content creation for company events and activities. This multifaceted role allowed me to combine talent acquisition, client management, and creative marketing expertise effectively.

### **Fetim Group, Amsterdam, Headquarter — Account Manager/Inside Sales for the French & Iberica**

MARCH 2020 - MAY 2021

As an Inside Sales Employee, I operated independently as the primary point of contact for assigned customers, managing their order inquiries, coordinating delivery appointments, and handling requests for additional export documentation. My focus was on the Business Unit Shelving and Sanitaire products, ensuring seamless support and efficient service.

I collaborated closely with the Sales Support team and Key Account Managers in France and Iberia to achieve and exceed turnover targets. Additionally, I provided assistance to the Finance and Customer Service departments, demonstrating versatility and a commitment to organizational success.

### **International model and Pageantry, Curacao, Amsterdam, Barcelona, Egypt — Runway-, Print-, Fashion-, body parts- and commercial model**

AUGUST 2010 - PRESENT

My modeling experience includes participation in Fashion Flashmobs, numerous runway shows, photoshoots, and features in several magazines, including one cover photo and three editorial spreads. I have achieved notable success in pageantry, winning multiple titles such as Miss Avantgarde (2016–2018), Miss Eco Curaçao (2019), and Miss Tourism Worldwide, which I won in 2019 in Indonesia.

Currently, I proudly serve as the ambassador for Miss Tourism Worldwide and will pass on the title during the next competition in 2025. Additionally, I placed in the Top 11 at the Miss Eco International Competition, showcasing my versatility and poise on both national and international stages.

### **EDUCATION**

#### **Amsterdam University of Applied Sciences, Amsterdam — International Business and Languages, Bachelor degree**

SEPTEMBER 2014 - SEPTEMBER 2018

September to December 2016: Graduated with honors in African Studies and Portuguese. Besides Double Minor in Cross Cultural Business skills & Digital Marketing Multimedia Communication (Final Grade: 9. ). Achieved Propedeuse in the 1<sup>st</sup> year, on 26 October 2015.

#### **Maria Immaculata Lyceum, Curaçao — Economy & Society, HAVO**

AUGUST 2008 - JUNE 2014  
HAVO-Sector: Economy & Society

### **COURSES**

2020-NOW : Digital Marketing, E-Commerce Courses  
2017 : Google Ads, Web Designing, photoshop and Adobe Programs  
2015-2018 : Mentor at HvAnti Hogeschool van Amsterdam

### **ADDITIONAL**

2022 : 1st runner-up

came up on 11th place in the finals in 3 top title holders (resort wear, national costume and talent round).

- *International titleholder/ambassador of Miss Tourism Worldwide 2019 that took place in Indonesia.*

### **Checkers**

- Champion Teenager Dam

- 2<sup>de</sup> Place, Pan

American Games

(Trinidad & Tobago)

- 2<sup>de</sup> Place, 11-14 Age,

- 3<sup>de</sup> Place, Meisjes

Dam

### **Book Publication:**

Link down below.

### **LANGUAGES**

Papiamentu: good (native language)

English: good (C1)

Dutch: good (C1)

Spanish: good (C1)

French: sufficient (B1)

Portuguese: sufficient (B1)

.Miss Universe Curacao

2019 : Winner Miss Tourism WorldWide Indonesia representing Curacao. (September). (Miss Eco Curacao, 11th place out of 60 candidates in Egypt, Miss Eco International (April)).

2017, 02-07 : Knowledge in SEO, Back Linking, Digital Marketing, WordPress

2016-2017 : Miss Avantgarde Netherlands

2016, 08-12 : Co-Writer- The Global Leadership-Lab: A comparative analysis of leadership styles across 15 nations- Focus in Malaysia-for the Cross Cultural Business Skills Minor (CCBS)

2015-2016 : Mentor of 4 students, Students Mentoring HvAnti at the HvA

2015, 09-12 : Eye on Africa Excellence Program (Final grade: 9)

2015-2016 : Treasurer of Stichting Studiefinanciering Curaçao (SSC)

2015, 4-5 July : Tour de France, Track Employee (Parcours Medewerker)

2015, June 20 : Official Member of LEO Club Amsterdam

2006-2009 : - Champion Teenager Dam

- 2<sup>de</sup> Place, Pan American Games (Trinidad & Tobago)

- 2<sup>de</sup> Place, 11-14 Age

- 3<sup>de</sup> Place, Meisjes Dam

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**Publication:**

[https://books.google.nl/books?id=H37JDQAAQBAJ&pg=PA104&lpg=PA104&dq=Cross+Cultural+Business+skills+mariana+pietersz&source=bl&ots=ux--6ISskF&sig=YFe8PQcEzo6R\\_AZhqJ8asK7aCtE&hl=nl&sa=X&ved=2ahUKEwjEqbGy2pbfAhXRJFAKHxjyCVIQ6AEwCHoECAGQAQ#v=onepage&q=Cross%20Cultural%20Business%20skills%20mariana%20pietersz&f=false](https://books.google.nl/books?id=H37JDQAAQBAJ&pg=PA104&lpg=PA104&dq=Cross+Cultural+Business+skills+mariana+pietersz&source=bl&ots=ux--6ISskF&sig=YFe8PQcEzo6R_AZhqJ8asK7aCtE&hl=nl&sa=X&ved=2ahUKEwjEqbGy2pbfAhXRJFAKHxjyCVIQ6AEwCHoECAGQAQ#v=onepage&q=Cross%20Cultural%20Business%20skills%20mariana%20pietersz&f=false)