



Mariana Pietersz

Contact

- +31 6 83 15 90 96
- info@marianapietersz.com
- Diemen, Netherlands
- 26 September 1994, Curacao.

About Me

Commercial and client-focused professional with experience across account management, onboarding, sales, hospitality, and customer growth environments. Experienced in managing client relationships, advising businesses on commercial opportunities, and supporting revenue-driven targets within fast-paced environments. Known for combining strong communication skills with a hands-on and analytical mindset. Multilingual, adaptable, and passionate about building long-term client interpersonal relationships and contributing to business growth.

Skills

- Account & Relationship Management
- Business Development
- Client Relationship Management
- Consultative Sales
- SMB Growth Strategy
- Business Operations & Process Coordination
- Stakeholder & Client Communication
- AI Workflow Design & Automation
- Digital, Social Media & Commercial Strategy
- CRM & Customer Journey & Experience Design
- Revenue & Performance Targets Management
- Analytical & Critical Thinking
- Cross-Functional Team Collaboration

Language

- Dutch - C1
- Portuguese - B1
- French - B1
- Papiamentu - Native
- Spanish - C1
- English - C2

Education

Bachelor of International Business & Management 2014 - 2018
University of Applied Sciences Amsterdam

Graduated with honours in African Studies & Portuguese. Completed minors in Cross Cultural Business Skills Minor (CCBS) and became a coo-writer of a book in Leadership in Malaysia. Graduated with a Research program thesis and honours. GPA: 3.6

Economy & Society, HAVO 2008 - 2014
Maria Immaculate Lyceum, Curaçao
HAVO - Sector: Economy & Society

Experience

SMB Account & Growth Specialist Aug. 2024 - now
Change-CX, Main clients: Marktplaats

Support SMB clients within Marktplaats Pro by onboarding newly registered business accounts, advising on advertising packages, subscriptions, and visibility strategies to improve commercial performance and online growth. Conduct proactive outbound outreach, manage client relationships, and identify growth opportunities while working with performance-driven targets in a fast-paced commercial environment. Collaborate closely with internal teams to support customer retention, account activation, and long-term client success.

Hospitality Operations & Sales Coordinator Oct 2022 - Jun 2024
Pillows Luxury Boutique Hotel Maurits at the Park

Supported the launch of a boutique hotel by coordinating events, managing reservations, and handling administrative follow-up. Worked closely with internal teams to ensure smooth operations, accurate planning, and a consistent customer experience.

Recruitment Consultant & Account Manager Jun 2021 - Oct 2022
Global Enterprise Partners (Sthree)

Managed client accounts within the STEM sector and coordinated the recruitment, onboarding, and offboarding of contractors. Oversaw contractor performance and engagement for key clients, including Nike and Accenture, and ensured accurate administrative follow-up and compliance. Worked closely with internal teams to support smooth operations and effective client delivery.

Account Manager

March 2020 – May 2021

Fetim Group, headquarters

Here I acted as the primary point of contact for international B2B customers, managing order processing, delivery coordination, and export documentation. I collaborated closely with Sales Support and Key Account Managers in France and Iberia and supported the Finance and Customer Service departments with administrative and financial follow-up.

Professional Experience Summary

2013 – 2019

Elaborated on LinkedIn and website cv

Gained diverse experience across e-commerce, tourism, and non-profit sectors, including roles at amsterdam&partners (2018-2019), Stichting Studie Financiering Curaçao-SSC (2015-2016), and Leo Club Curaçao (2013-2014). Experienced in customer service, sales, and financial administration, with a strong focus on client communication, account support, and delivering high-quality experiences to international audiences. Proven ability to manage budgeting, financial monitoring, and expense control, while collaborating with stakeholders to improve organizational performance. Combines strong communication skills with commercial awareness and a hands-on approach, contributing to both customer satisfaction and operational efficiency.

Certificates

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

Additional

- 2022 : 1st runner-up Miss Universe Curacao
- 2019 : Winner Miss Tourism WorldWide Indonesia representing Curacao. (September).
- 2019 : 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 book- The Global Leadership Lab: A comparative analysis of leadership styles across 15 nations-Focus in Malaysia-
- 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
- 2013-2014. : Treasurer of Leo Club Curaçao
- 2006-2009 : Champion Teenager Dam, 2de Place, Pan American Games (Trinidad & Tobago), 2de Place, 11-14 Age, 3de Place, Meisjes Dam

References

Reference available upon request.