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ANNELORE VAN DER LINT

WORK

EVENT CATERING – YÜGEN FOREST / WINTER WONDER

Aug 2024 – present (freelance)

I am an enthusiastic (hobby) cook. I like to cook for friends and family, I am a member of Cuisine Culinair Amsterdam, I have followed many cooking courses (including four weeks of full-time vegan cooking at Gentle Gourmet in Paris) and culinary workshops.

Since last summer I have been working as a self-employed chef for various activities including a 5-day retreat of 100 people on the Yügen Forest estate, various multi-day corporate events and the Winter-Wonder weekends.

I have extensive experience in the hospitality industry. In 2021 I worked for half a season at mountain hotel Esprit de Montagne in Chapelle-d'Abondance (France).

TOUR GUIDING – AKTIVA TOURS / LOOPEND VUURTJE

June 2024 – present (freelance)

My love for nature and the outdoors is great: I am a fanatic mountain hiker, climber, skier, trail runner and mountain biker. In 2024 I guided several group tours for Aktiva Tours. This included cycling trips in the Netherlands and the Black Forest (Germany) and a hiking holiday in the Zillertal in Tyrol. This season I am going to the Zillertal again for Aktiva Tours and hiking trips for Loopend Vuurtje in Sicily, in southern Spain and mountain tours in Austria are planned.

My background in the business world includes organizing numerous business and social events. Previously I worked as a tour guide for Djoser and Afriesj (now Shoestring) and guided tours in Morocco and Egypt. In addition, I have been trained as a climbing instructor by the NKBV and I have guided climbing weekends in the Belgian Ardennes.

MARKETING, COMMUNICATION AND CONTENT STRATEGIST – ENTRPNR

July 2020 – present (parttime)

Entrpnr is an innovative administration office that leverages cutting-edge software to automatically manage the administration of over 2000 self-employed individuals and entrepreneurs in SMEs. Additionally, Entrpnr provides comprehensive support in the areas of taxes, financial management, accounting, marketing, sales, and ICT.

As a member of the management team, I oversee the comprehensive marketing, communication, and content strategy for Entrpnr, its partner NOTRS, and their clients. Additionally, I am accountable for the operational execution of all marketing, communication, and content activities.

MARKETING, COMMUNICATION AND CONTENT MANAGER – QUESTIONMARK FOUNDATION

August 2020 – July 2022

Questionmark is an European think tank for a healthy, sustainable, fair and animal-friendly food system. Questionmark conducts pioneering, data-driven and action-oriented research. The foundation provides advice - for policy development and practical business conduct. Their work is mostly unsolicited.

I was responsible for marketing, PR and PA, as well as for all communication to the various other stakeholders of the organization (industries, funds, scientists, and governmental institutions).

CORPORATE MARKETING DIRECTOR – ZYLAB (NOW REVEAL)

July 2010 – Feb. 2020

ZyLAB develops software (both SaaS and on-premises) for fact finding in large-scale data investigations. Worldwide, ZyLAB serves corporate clients, law firms and governmental agencies. Various regulators in the Netherlands and the US use our software and ZyLAB is the standard for the UN War Tribunals.

As member of the management team I was responsible for the organization's online marketing and communication strategy and execution. Daily operations included all digital/content marketing activities, development and execution of social media, growth hacking and other marketing campaigns to secure a continuous flow of (inbound) MQL's and SQL's .

In January 2018, I became Vice President and press/marcom liaison of the Association of Certified eDiscovery Specialists (ACEDS) Benelux Chapter.

In 2015, I was responsible for the reorganization of the American marketing and communications operation in New York and Washington.

MARKETING DIRECTOR - SDL TRIDION

January 2007 - July 2010

After the acquisition by SDL, I remained responsible for the marketing and communication strategy of the independent Tridion-division and managed the international marketing and sales development team.

MARKETING COMMUNICATION MANAGER EUROPE & INTERNATIONALE MARKETS - TRIDION

October 2004 - January 2007

Tridion was a Dutch supplier of web content management systems. In 2007, Tridion was acquired by the British SDL.

Developing and implementing the marketing and communication plans for Belgium and the Netherlands and setting up and expanding an international partner network for APAC. Managing the local PR-agencies and be press liaison for the Dutch and international press. Responsible for internal and external communication before, during and after the acquisition of Tridion by SDL.

In 2006, jointly responsible for setting up the organization's first US sales office in New York.

HEAD COMMUNICATION DEPARTMENT - TNS NIPO

December 2001 - October 2004

Management of the department with six communication professionals. Provide strategic input for the development of the internal and external communication strategy for TNS NIPO.

MARKETING COMMUNICATION MANAGER NOORD EUROPA - TNS

November 2000 - October 2004

Developing and implementing the international marketing and sales plans for Northern Europe. Organizing international workshops and seminars. Integrate and "rebrand" the local market research agencies in the region (including Dutch market leader NIPO and German market leader Emnid).

PARTNER/COPYWRITER - A&M TEKST EN ONTWERP

February 1996 - November 2000

Own text and design agency with one other partner and a wide network of freelancers from different disciplines. Design and implementation of communicational and promotional campaigns. Writing texts, acquisition of new customers. Customers include University of Amsterdam / IIAS, advertising agencies including Publicis, municipalities and travel agencies.

VOLUNTARY WORK

CONTENT & COMMUNICATION MANAGER – THE OCEAN MOVEMENT

June 2020 – present

The Ocean Movement (TOM) is a Dutch foundation with charitable status (ANBI) committed to preventing plastics from entering our oceans. TOM engages in research, education, and activation of individuals, organizations, and governments through diverse activities, including sailing expeditions, lectures, and documentaries, to drive essential changes.

As a member of the core team, I am responsible for the overall marketing, communication and content strategies, and all communication to the various stakeholders of the organization (sponsors, funds, press, members, volunteers, politics, etc.).

EDUCATION

UNIVERSITY OF AMSTERDAM

Doctoraal Culturele Studies - Publicistiek
1988 - 1993

AMSTERDAM SCHOOL OF BUSINESS

Masterclass Business Administration
2001 - 2002

DUTCH INSTITUUT FOR MARKETING

Nima A | Nima B
1999 - 2000

OTHER

- CMS: HubSpot, WordPress, Tridion, DotNetNuke
 - Marketing tools: TeamLeader, Salesforce, HubSpot, Marketo, ActOn, MailChimp
 - "Certified eDiscovery Specialist" (CEDS) - ACEDS
 - Courses "Situational Management" and "Consulting Selling" - Boertien & Partners
 - "Communication C" - Van Hilst Communicatie
 - Climbing instructor - Dutch Mountain and Climbing Association
 - Languages: Dutch (native), English (fluent), French, German.
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