

RIANNE SCHUWER



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LinkedIn

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Nationality

Dutch

Residency Status

Permanent Resident

SUMMARY

- Digital Marketing Specialist with a strong focus on strategy, customer experience, digital campaigns and social media
- SaaS Product Management, including product planning and innovation, prototyping, team and client management
- Experience leading large, Regional clients including campaign strategy, implementation and localisation
- Passionate about clever, innovative design solutions and ideas
- Strong relationship management and social skills

WORK EXPERIENCE

References available upon request

September 2017

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Current

PLAY Events (formerly PLAY Communications), Sydney

Digital Account Director / Product Owner

- **Leading Digital** and Tech across the agency and their clients
- Main focus on PLAY's own **SaaS product** PLAY The Game: successfully improved the product with new functionality, features and UX Improvements throughout the year. Resulting in client growth and global roll-out of the platform across AMP and AMP capital in 2018. Revenue growth of 26% YoY since 2015
- Ongoing Digital support on the **Volkswagen Driving Experience**, including website improvements, content and social media management.
- Customer Journey mapping and communications planning across new business pitches and briefs

August 2015

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August 2017

PLAY Events (formerly PLAY Communications), Sydney

Digital Senior Account Manager

- Account & Production Lead for **Sony Mobile's BTL** APAC and AUNZ account delivering consumer promotions, websites, media executions and specialty projects including a fully interactive in-store kiosk. Scope of Work includes Brand and Campaign Strategy, Regional campaign strategy and execution, Retail Strategy and Design, campaign reporting. Budget management from \$20k - \$1.3 SGD
- Design and Execution of Digital and Social Media campaigns for **New Caledonia Tourism**, resulting in AMI Award for Marketing Excellence 2016, category Social Media and Digital Marketing for the "Searching for the heart of New Caledonia" campaign.
- Product Management of PLAY's own peer-to-peer feedback app "**PLAY The Game**" for national and global clients including AMP and Randstad.
- Digital, UX and Social Media Consultancy and Strategy across all agency clients, projects and new business pitches.
- Overseeing digital production team including internal and external partners.
- Selected on **GroupM's nCo** – the next generation of leaders in the business to tackle business problems with innovative solutions. Projects include mSpark – an incubator collaborating with clients and start-ups to tackle business problems, and content strategy and social media management during AANA Reset 2017.

September 2013

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August 2015

Isobar Australia, Sydney

Account Manager & Digital Producer

- Responsible for **Sol Beer**, **Crabbie's Ginger Beer** and **Ambi Pur (Procter & Gamble)** accounts within a retainer structure. Scope of work includes social media content production and community management (Facebook, Twitter, Instagram), promotion of events and activation activities.
- Client Lead for **Stockland Retail**, scope of work includes all digital assets, content production, including blogger outreach, social media and reporting.
- Working closely with UX and Developer teams on large scale digital projects including Sitecore Marketing Automation, App Development and Digital Transformation projects.

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- Responsible for **Citibank** 2015 Brand Campaign, growing the Citibank client relationship resulting in additional work from the Citibank Credit Card team.
- Client communications and weekly WIP meetings, resourcing, budget management, financial forecasting, actively taking part in New Business pitches with the wider Dentsu Aegis Network and Media/PR agencies.

August 2013

BMF Advertising, Sydney

Account Manager, freelance

- Freelance Strategy and Account Management for **ALDI Supermarkets**

January

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May 2013

BSUR, Amsterdam

Account Manager, contract

- Client management, national integrated campaigns for **Specsavers Netherlands**.
- Digital campaign management, creative production, traffic and resource management, budget management.

July

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December 2012

TAXI Europe, Amsterdam

Account Manager, contract

- Online campaign and content production for KPN Telecommunications
- Website production and management for Volkswagen and Heineken,
- Client weekly WIP meetings, budget management, and assisting the Account Director with financial forecast reports.

July 2011

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June 2012

BSUR, Amsterdam

Account Executive / Project Manager

- National integrated campaign management for **Specsavers Netherlands**
- Production and client management

Internships and work experience include:

Strategy & Social Media Internship at **Saatchi & Saatchi | Leo Burnett**, Amsterdam (6 months, 2011)

Production internship at **TAXI Europe**, Amsterdam (5 months, 2010)

Communications internship & part-time job at **Alfred Knorr Communicatie**, Amsterdam (10 months, 2009)

EDUCATION

March – May 2016

Adschool / The Communications Council, Sydney

Strategic Planning Principles

11-week part-time course. Completed with High Distinction.

2007 – 2011

The Hogeschool of Amsterdam, The Netherlands

University of Applied Sciences

Media and Information Management, Major: Advertising, Marketing and Communication.

Minor: Consumer markets, Loyalty & Design. Graduated in 2011.

2000 – 2007

Jeroen Bosch College in 's-Hertogenbosch, The Netherlands

Senior Secondary Vocational Education (havo). Graduated in 2007.

OTHER

Extra curricular activities

July 2010

Rumah Kita, Yogyakarta, Indonesia

Voluntary work

Assisting teachers with English lessons.

Hobbies & interests

Running, Muay Thai, snowboarding, travel, cooking, scuba diving