ROBIN BAKKER

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Video CV and Professional Profile: https://cifa.ac/cifa-resume/e2f0f552-95f8-4d55-9db2-0c2f6a6ae163

I am a driven and disciplined person with an eye for detail. Recently I graduated in both Marketing (Prof. Bachelor) and Corporate Finance (MBA). My studies were very insightful. At KdG (Antwerp), I learned everything about marketing: marketing a product, making sales calls, copywriting, you name it. I combined this study with various student jobs over the years. At Activate, I learnt the most. After this door-to-door ice-cold sales period, you can tackle any conversation. Between exam periods, my interest in personal training (PT) grew so I decided to obtain an official certificate. This PT-course was completed with the highest distinction (>95%). This was not enough for me. In 2020, I entered the bridging programme of Business Sciences (KU Leuven). With 'Finance MBA' as my major, I completed this master's with great distinction (4 GPA). My favorite courses were Portfolio Management, Strategic Financial Decision Making, Ethics and Sustainability and Contemporary Issues in Finance. More of this can be found in my CV. I never work half-heartedly. All my work is thought-through. The results of my studies reflect that. My position as marketing manager for an electrical engineering company has taught me that no challenge is too large. This position required in depth knowledge of the ins and outs of electrical engineering and everything that comes along with it. Therefore, I spend considerable time to conduct scientific and competitive research of this B2B industry prior to making the actual digital marketing plan. The thing I am most proud of is the Master Thesis on ESG reports on which I got a 17.2/20 (4GPA). I proposed a toolset for investors using linquistic modelling tools. Based on this, green investors can distinguish good from bad governance. As the literature suggests, companies that perform well on ESG tend to outperform others in the long run. Though, neglected stocks (such as brown stocks) should be watched as one wants to capitalise on undervalued companies. Feel free to read the abstract and conclusion (or the whole paper) on my LinkedIn profile via 'Features'. My interests within finance are: Quantitative/Finance Analyst, Financial Planner, Portfolio Management. Within marketing: Copywriting, Brand Management, Marketing Analysis, and SEO & E-commerce. Currently, I live in Manchester and looking for a job within the Finance sector. I will need a Visa Sponsorship.

SKILLS

Hard Skills:

Soft Skills:

WORK EXPERIENCE

01-08-2022 - 01-08-2022
Marketing Manager [VG Engineering]
I was hired by this electrical engineering company to introduce a new brand by creating an initial branding plan, content strategy and website. Prior to creating a marketing plan from scratch, a thorough market research had to be done. To maximise traffic to the main website I used my SEO skills, along with data analysing tools such as Google Analytics and RStudio. This position required a high level of conscientiousness and time management skills as well as having an eye for detail.

01-09-2021 - 15-09-2022
Personal Training / Customer Service [The Brick]
To make sure clients are trained and coached towards their personal goals and to provide max service at all levels. Additionally, I provided friendly and helpful service by greeting customers. My interpersonal skills were put to the test here. In this all-round position I had to adapt quickly.

01-03-2020 - 01-06-2020
Internship Marketing [Gym Tonic]
During my internship I learned how to organise marketing meetings and workshops with respective business units within the company. Besides, I was responsible for the content creation and website optimisation. Other tasks include: customer service, branding, market research. MS Office programs were extensively used during this internship (mostly Excel and PowerPoint). And the key competences I have gained here are: time management, team work and interpersonal skills.

01-07-2018 - 01-03-2019
Field Marketing Officer [1st Division]
Working 14-16 hour shifts during the weekends. We worked in teams of 4. Our main job was to setup advertising billboards aside the roads for cycling competitions. But we also placed advertising boards/displays on events and shopping malls.

01-04-2018 - 01-07-2018
Sales Manager [Activate]
While obtaining my Marketing degree I wanted to have experience in sales. Besides, I worked with management to recruit and train fresh salesmen. After this cold-blooded sales period I feel I can tackle any conversation. I had no experience in any of these positions. However, my natural ability to manage and plan everything in detail along with a strong desire to excel, helped me reaching management roles within months.

01-04-2016 - 01-09-2016
Hospitality (Waiter & Bar Tender) [De Bakker's Molen]
At this restaurant, I was in charge of catering and worked as a bartender. Here, I often worked in shifts of 12-14 hours.

01-10-2015 - 01-04-2016
Farmer Assistant [Cornel]
Here, I worked 10-hour shifts at the plant nursery. This was arduous labour. Tasks consisted of repotting, pruning, etc. Everything had to be done, no matter how bad the weather conditions. Here my discipline was brought to the test.

01-03-2014 - 01-09-2018
All Round (Sales, Customer Service, Maintenance,...) [De Vossenhoek]
Since I was little, I have worked at my father's company. In the beginning, I was given routine tasks like washing caravans and taking care of chores. After gaining more experience, I was allowed to service customers, taking orders from suppliers, handling warehouse work, sales etc.

EDUCATION

Karel de Grote -- Bachelor in Marketing (21-09-2016 - 30-06-2020)

Karel de Grote university college is known for its Business Management courses, including Marketing. I received a 2:1. My favorite courses were Strategic Marketing (16/20) & Digital Marketing (16/20).

KU Leuven -- MBA in Corporate Finance (21-09-2020 - 15-09-2022)

Finished with high distinction (78%). Dissertation about ESG reporting in the USA (87%). Favorite courses: Portfolio MGT, Strategic Financial Decision Making and Contemporary Issues in Finance.

Manchester Metropolitan University -- Extended Master in Corporate Finance (01-10-2022 - 20-01-2023)

Adding 4 extra units to my curriculum, including Advanced Macro Economics (74%) and Principles of Financial Planning (72%). The reason to take on this adventure was to gain international experience.

CERTIFICATES

31-01-2023 - 31-01-2028
Python for Data Science and AI by IBM
Core skills in Python such as critical data structures, programming fundamentals and experience with core libraries for Data Science. Link to certificate: my CV.

20-01-2023 - 20-01-2028
Tools for Data Science by IBM
Introduction to the programmes available to conduct Data Science. Link to certificate: my CV.