

Did you mean: [Natalie de Groot?](#)

### summary

*/ˈsɑm(ə)ri/*

1. A highly experienced marketing strategist, AI researcher, and social storyteller who geeks out when communicating brand messages to target markets.

“Natalie is obsessed with researching, creating, testing, and optimizing campaigns that create long-lasting relationships.”

*synonyms:* [Geeky Cheerleader](#), [Imaginative](#), [Prepared](#), [Organic](#), [Innovative](#), [Energetic](#), [Professional](#), [Wannabe Data Scientist](#).

### experience

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[WEBNL Creative Agency | Digital Marketer & AI Educator](#)  
[www.Jan,2024-PresentDay.com](http://www.Jan,2024-PresentDay.com)

Conceptualize and present **AI Masterclasses & Workshops** (400+ attendees); develop creative MarCom AI solutions for a range of sectors; increase agency brand awareness via outreach & networking; SEO research focusing on **organic analytics** and overall brand awareness.

[Cherry Blossom Marketing | Owner of Boutique Agency](#)  
[www.VirtualOffices\\_NLandUSA\\_2011-2024.com](http://www.VirtualOffices_NLandUSA_2011-2024.com)

**Your Travel Artist:** A 1-year passion project designed to reenter the digital marketing workforce with a **rifle-focus on transparent marketing**; emotionally charged **visual storytelling**; design and execution of daily **SEO and SEM** posting schedule; strategic a/b testing of influencer voice on 5 social platforms.

- +**Top 5%** of rising digital creators on Facebook (2-weeks held);
- +**17.3%** sales conversion rate for eCommerce shop;
- +Staggering campaign engagement rates between **18% and 25%**.

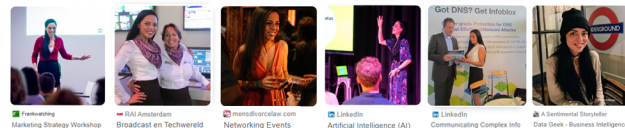
**Incredible Hypnotist:** Strategized and executed a 3-month comprehensive media, public relations, and marketing plan resulting in 7.5 million views from **collab with Logan Paul**; an SEO-enriched rebranded site appearing in Google’s featured snippet section; a creative Quora automated **drip-marketing campaign** obtaining 100k views and still growing.

**Lead Detectors:** Brand Ambassador for tech companies at conventions, utilizing global communication skills to engage cold leads in conversation (an average of **3,500 leads generated** per convention); and, collaborated with international sales team reps (exceeding clients’ expectations reaching **35% conversion rates**).

[Men’s Divorce Law Firm | Marketing Director](#)  
[www.April,2009-July,2011.com](http://www.April,2009-July,2011.com)

Management of firm’s multi-million dollar brand; six-figure marketing budget; website/blog/social/email content; social networking; public relations; event/charity sponsorships; and in-house marketing team.

[Experience Highlights | 2001 - 2008](#)  
[Executive Assistant - Paralegal - Client Relations Manager](#)



#### People also ask :

- Was she a paralegal at age 20? [#ResearchSkillsEnPointe](#) ▾
- She secured AuthenticAIMarketing.com? [#AIClairvoyant](#) ▾
- Is she really obsessed with her target market? [#Guilty](#) ▾

## Natalie de Groot

Entrepreneur, Marketer, Storyteller

Passionately serving 28 brands (with a 71% client retention rate) as an extension of their in-house team by providing well-researched, versatile, and engaging digital marketing solutions that consistently smashed their ROI. Including, market and KW research; brand development; SEO and SEM strategic planning; organic content and copywriting that performs; campaigns focused on harvesting and marketing to email/sms audience; publicity, media, and networking outreach; and experience in AI, sales, and marketing training.

[Wikipedia](#)

Born: March 8, 1983 (age 41), [New York City](#)  
Height: 5’7” (1.70 m)  
Alias: [#YourTravelArtist](#), [#YourTravelBlogger](#)  
Marital Status: Married a Dutchie & Relocated  
Child: My Super Computer: Isabella (born 2018)  
Education: [Daytona State College](#) (2001-2007)  
Native Language: [English \(American Citizen\)](#)  
Secondary Languages: 16 months [Prompt Engineering](#) with [Structured Input](#) knowledge for quality output; and, conversational skills in [Dutch](#).



[Natalie de Groot](#) | The Netherlands  
Dutch Resident for 11 Years  
[www.CVDesignedByMe.com](http://www.CVDesignedByMe.com)

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### Hobbies

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Traveling; writing; photo/videography; fine art painting; deep-diving fascinating topics such as human behavior, social psychology, and AI capabilities.