

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

summary

/ˈsʌm(ə)ri/

1. A highly experienced all-around marketer, data-driven strategist, and social storyteller who geeks out when it comes to connecting brands with their target markets.

"Natalie de Groot enjoys researching, developing, testing, and optimizing campaigns that create long-lasting relationships."

synonyms: [Imaginative](#), [Motivated](#), [Teammate](#), [Prepared](#), [Innovative](#), [Energetic](#), [Professional](#), [Organic](#), [Wannabe Scientist](#).

experience

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[Cherry Blossom Marketing | Owner of Boutique Agency](#)
www.VirtualOfficesInNLandUSA2011-2022.com

Your Travel Artist: A 1-year passion project designed to reenter the digital marketing space 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 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.

Victory Casino Cruiselines: Conceptualized, developed, and marketed a bikini contest event resulting in 500+ highly targeted social followers; reaching a pinnacle of a 10.8% increase in post engagements; sponsorship from targeted companies i.e., Orlando Predators Football and Bud Light; garnering attention from radio and billboard promotions; ending with 250+ event ticket sales.

Lead Detectors: Brand ambassador for tech companies at RAI utilizing global communication skills to engage cold leads (an average of 3,500 leads generated per convention); and, collaborating with international sales team reps (exceeding clients' expectations reaching 30% conversion rates).

[Men's Divorce Law Firm | Marketing Director](#)
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.

[Custom Curriculum Vitae Prepared For You](#)
www.WebNLCreativeStudios/WouldLoveToMeetDuringAnInterview



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; client relations, sales, and marketing training courses.

[Wikipedia](#)

Born: March 8, 1983 (age 40), [New York City](#)
 Height: 5'7" (1.70 m)
 Alias: [#YourTravelArtist](#), [#YourTravelBlogger](#)
 Marital Status: Married a Stellendam Dutchie
 Child: My Super Computer: Isabella (born 2018)
 Education: [Daytona State College](#) (2001-2007)
 Native Language: [English \(American Citizen\)](#)
 Secondary Languages: Conversational Skills in [Dutch](#) and basic skills in [Spanish](#) and [Sign Language](#).
 Previous Career: [Clients Relations Manager](#) and [Paralegal](#)



Natalie de Groot | Ouddorp
 Dutch Resident for 10 Years
 Inburgeringsexamen: Geslaagd in 2019
 International Driver's License Holder

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Programs

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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.