



Curriculum Vitae Martijn Nooijen

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Work Experience

2017 • 2022

Amac, Apple Premium Reseller
Senior Apple Service Specialist, Amsterdam

2021

Flink
Creative marketer, Amsterdam

Projects:

- **Think Now Think Flink**
Nation wide campaign with a tv commercial, trams, socials, influencers, abri's and posters.

Responsibilities:

- Dutch brand awareness;
- Creating the new brand identity;
- Socials;
- Citymarketing for new hubs;
- Supporting various marketing tasks;
- Various graphic work.

2019 • 2020

Reclamebureau Everybody likes Penguins
Intern Concepting, Utrecht

Projects:

- **Christmas commercial de Bijenkorf 2019**
Concept creation and edit.
- **Repositioning de Heuvel**
Writing brandpositionings document.
- **Nutshell Academy**
Development and design of new platform.

2017 • 2018

Van Berge Henegouwen
Intern Marketing, Amsterdam

Responsibilities:

- Research into company identity;
- Writing a brandguide;
- Developing a new style and styleguide;
- Aftermovie Monaco Yacht Show;
- Develop customer persona's;
- Supporting various marketing tasks;
- Various graphic work.

2017 • 2022

Amac, Apple Premium Reseller
Senior Apple Sales Professional & Service Specialist, Amsterdam

Responsibilities:

- Service/repairs for iOS and Mac;
- Semi-floormanager on different days;
- iMember teacher for iOS and Mac;
- Technical support;
- Visual merchandiser;
- Sales.

2016 • 2016

Enof, creative communication
Intern project management, Utrecht

Projects:

- **New brand identity VVV Nederland**
Design new VVV card and gift vouchers.
Redesign corporate website vvvnederland.nl.
- **Campagne Uitblinkers 'Dit is MBO' 2016**
Concept and design.
- **Ontwikkeling nieuwe identiteit Centraal Beheer**
Concept and design,
Development logo 2.0 CB.

2014 • 2016

Noir Maastricht
Sales Advisor, Maastricht

Responsibilities:

- Build customer relationships;
- Sales;
- Tracking social media and webshop;
- Organizing events.

Education

2016 • 2020

Amsterdam University of Applied Sciences, Creative Business
Bachelor, Amsterdam

Specialization:

- **Branding and concepting**

Specialization:

- **Journalism**

Minor:

- **Visual culture**
Art-direction, symiotics, photography en film.

2012 • 2016

SintLucas
Media- and eventmanagement
MBO Niv. 4, Eindhoven

Projects:

- **Organisation SintLucas Live**
Live talkshow with a lot of stories about the creative industry.
- **Start Dutch Design Week 2015**
Organisation of the opening of the DDW 2015 with the theme: What if?

Organisation Kids Area, festival WISH outdoor
Area with different program for children during the WISH outdoor festival.

Courses and certificates

2022

● Apple Champion Program

2018

● Apple Ecosystem

2017 • 2018 • 2019 • 2020 • 2021

● Apple SEED curriculum

2016

● Topmodule Creative Industries

Willem de Kooning Academy, Hogeschool Rotterdam

Profile

DISC-test

Dominant

26%

Influential

26%

Stable

26%

Competitive

26%

Myers-Briggs 2018-2021

ESFJ

Profile

Communicate

Organize

Creative

Innovative

Social

Skills

Photoshop

Illustrator

InDesign

Premiere Pro

Figma

Photography

macOS

iOS