

DARREN VAN BOOY

Senior Product Owner / Marketing Strategist

Address.

Haarlemmerdijk 81-1, Amsterdam
1013KC, The Netherlands

Phone.

+31 655908597

Email.

darren.booy@gmail.com

Date of Birth

21st June 1979



PROFILE





Highly analytical and modern marketing mindset coupled with strong management experience and a creative flair for design. Experience in product market fit and brand positioning with an expertise in technical data driven analysis, providing insight for informed and insightful business growth decisions.

An expert published in multiple fields with proven growth results and skilled at translating symptoms into root causes to mitigate successful execution and process risk.

EXPERIENCE

- 2018 - NOW** **RTL / VIDEOLAND** - Senior Product Owner
Senior Product Owner for Onboarding, Conversion Rate Optimisation product departments
- 2016 - 2018** **MULTISAFEPAY** - Senior Product Marketing Strategist
Senior Marketing Strategist for the Qwindo Marketplace App
- 2009 - 2016** **SELF EMPLOYED CONSULTANT** - SEO/Marketing Specialist Consultant
Consultant for a number of clients focusing on SEO, Website Development Project Management, Product Market Fit and Business Growth.
- 2002 - 2009** **UNIVERSITY OF READING** - Research Fellow (Post Doc)
Lead researcher on various research projects in collaboration with the commercial sector.

ACADEMIC

- 2018**  **MIT**
- Data Science & Big Data Analytics
- Micro-Economics - (MITxPRO)
- 2017**  **HARVARD BUSINESS SCHOOL**
Data Science R (HBX)
- 2014**  **UNIVERSITY OF READING, UK**
PhD - Making Public Access Terminals Accessible through an Adaptive Smart Card System (*pending viva*)
- 2001**  **UNIVERSITY OF READING, UK**
BSc Computer Science (hons) -
Sullivan Award Winner for highest grade

PROFESSIONAL

- 2019**  **CERTIFIED PROFESSIONAL SCRUM PRODUCT OWNER (PSPO-I)**
- 2019**  **CERTIFIED SCRUM MASTER (CSM-I)**
- 2017**  **GOOGLE GAIQ CERTIFICATION**
Google Analytics professional
- 2016**  **GOOGLE ADWORDS CERTIFICATION**
 - Search Network Certification
 - Display Advertising Certification
 - Shopping Advertising Certification
 - Video Advertising Certification
 - Mobile Advertising Certification
- 2016**  **PRINCE2 PRACTITIONER**
Professional Project Management Certification

KEY RESPONSIBILITIES



Core Marketing Strategy:

Strategic value proposition, online lead generation, multi-channel marketing, search engine optimization (SEO/SEM), competitive analysis, social media marketing.



Strategic Leadership:

Managing teams & departments, engineered revenue and cash flow improvement & generation, business strategy, consensus building, acceptance/quality criteria focused, teamwork & mentoring.



Product & Project Management:

Rapid prototyping specification, product marketing fit analysis, UX specialist, conversion/attribution management, investigatory optimisation metrics, process improvement, app & web analytics, risk & project management.



Financial Analysis

Optimization forecasting, financial analysis, management of large budgets (up to 2 million), setting data-driven KPIs.



Data Data Driven & Results Orientation:

Builds team oriented culture that distills both technology and business strategy into practical results like profitable revenue growth and satisfied customers.

PROFICIENCY AND SKILLS

GOOGLE ANALYTICS



GOOGLE ADWORDS



GROWTH HACKING



PHOTOSHOP/XD



AFTER EFFECTS



SEO/SEA



HTML/JAVASCRIPT



JAVA



VB.NET



MOZ



REACT NATIVE



SOFTWARE ENG



LANGUAGES

ENGLISH



DUTCH



FRENCH



GERMAN



PUBLICATIONS & PUBLIC SPEAKING

2018 - Growth Hackathon #4 with Smartvizual at Growth Tribe, Amsterdam

Published in (For full publication list, please drop me an email)

12 Academic Conferences / [2 Scientific Journals](#) / [3 Textbooks](#) / [2 Articles](#)

MORE ABOUT ME

Squash Running Cross Country Skiing Reading Musician (Guitar/Piano)

Growth & Marketing Hackathons App Development & Designer

Screenplay Writer (Comedy) Fav Book: The Great Gatsby Superhero: Bruce Wayne

www.danieldu.com

OTHER ROLES

Colour & Lighting Surveyor - Using Colour Spectrophotometer SP64, Acugloss meter, X-rite Colormaster, ambient illuminance and luminance viewfinder meter.

Background/Supporting Actor: Mainly working for Warner bros/BBC/Mad Dog on varying roles as a background supporting actor. Currently movies include King Arthur (2017), The Legend of Tarzan, The Hour (BBC).