



Maylin Beerens

Contact

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line ID: maylinbe

Skills

Project Management

Lean Six Sigma (green belt),
Prince 2 foundations,
Agile/Scrum

MS Office

Excel, PowerPoint, Word

Social Media

Copywriting, Content creation,
Analytics

Data Analytics

Stata, SPSS, SQL, Power BI

Adobe

Photoshop, Premiere,
Lightroom

Languages

Dutch

Native speaker

English

Full professional
proficiency

German

Elementary proficiency

Chinese (Mandarin)

Elementary proficiency
(HSK2)

Interests

Trying out new cuisines,
social media, sustainability,
and making videos ([link](#))

Experience

Business Consultant (the Netherlands)

04/2021 - present

Ciratum, Utrecht

- Worked collaboratively with clients in the energy industry to achieve project milestones and ensure successful rollouts.
- Standardized department workflows which led to a 10% productivity increase.
- Devised and implemented an internal communication plan to drive awareness for a high-profile project impacting 1.5050 employees.

Administrative Officer (the Netherlands)

03/2019 - 08/2019

Rabobank, Eindhoven

- Processed high-volume insurance policies and coordinate them between departments.
- Trained new staff on the document control systems and procedures.

Digital Marketing Intern (Myanmar)

08/2018 - 01/2019

Rent2Own Ltd, Yangon

- Formulated and implemented a digital marketing strategy in a start-up. Online social media followers increased from 0 to 55,000 within 4 months.
- Designed the UI and UX of the Rent2Own mobile app, which has been rolled out to customers nationwide.
- Supervised a qualitative consumer research project that led to valuable insights for marketing and sales opportunities.

Marketing & Communications Intern (Myanmar)

02/2018 - 06/2018

European Chamber of Commerce, Yangon

- Coordinated and delivered a key publication. This involved liaising and negotiating with key stakeholders.
- Organized all speaker panels for the 2018 Myanmar - EU economic forum.
- Promoted the event through social media and e-mail, achieved an attendance of 450 business leaders and policymakers while securing 9 event sponsors with a total value of \$15,000.

Business Development Intern (China)

02/2016 - 06/2016

NTS Mechatronics Shanghai Co., Ltd., Shanghai

- Created process flowcharts that were used for new partner acquisitions.
- Organized the company's participation in the 2016 semiconductor exhibition in Shanghai.

Education

MSc, Strategic Management (the Netherlands)

09/2019 - 02/2021

Tilburg University, Tilburg

- Entrepreneurship specialization.
- Master thesis: The Influence of Institutional Factors on Gender and Firm Performance: a quantitative study of female CEOs in developing countries.
- Graduated with distinction (GPA 3.7/4.0).

Semester Exchange Abroad (South Korea)

03/2017 - 06/2017

Kyung Hee University, Seoul

- Coursework includes Anthropology, Positive Psychology, and Business.

BBA, International Business Studies (The Netherlands)

09/2014 - 01/2019

Avans University of Applied Science, Breda

- Asian Business specialization.
- GPA 3.4/4.0