

# Curriculum Vitae

## Marijke Irene Tadema

Leeuwarden, The Netherlands  
&  
Aljezur, Portugal

04-04-1992



+316 36112527



hi@marijketadema.nl



www.marijketadema.nl



<https://www.linkedin.com/in/marijke-tadema>

## Educatie

2016 – 2018	MSc MARKETING MANAGEMENT AND INTELLIGENCE University of Groningen
2015 – 2016	PRE-MSc MARKETING University of Groningen
2013 – 2014	MINOR EXPERIENCE- AND EVENTMANAGEMENT Amsterdam University of Applied Sciences
2010 – 2014	BACHELOR OF COMMERCE Hanze University of Applied Sciences Marketingcommunicatie
2004 – 2010	PRE-UNIVERSITY EDUCATION (VWO) O.S.G. Piter Jelles Montessori

## Certificaten

2026	Appointment Setting YLYC
------	-----------------------------

*Marijke Tadema*

## **marijketadema.nl**

Jun 2020 - NOW  
VARIOUS CLIENTS  
Marketing- and Brandstrategy projects

### **Freelance**

Nov, 2022 - Dec, 2025  
VNG en MINISTERIE BZK - 16 UUR p/w  
Senior Communication Advisor

Dec, 2022 - Dec, 2025  
PLEIO - ONLINE SAMENWERKEN VOOR GEMEENTEN - 16 UUR P/W  
Marketing, Communication & Sales

Oct, 2022 - Nov, 2023  
GEMEENTE DORDRECHT - VERGROENING STAD - 16 UUR P/W  
Communication Advisor

Aug, 2022 - Nov, 2023  
DUURZAAMHEIDSCENTRUM/ BIESBOSCH CENTRUM - 16 UUR P/W  
Communication Advisor

Nov, 2021 - Jul, 2022  
AIRTRADE - 16 UUR P/W  
Marketing Strategist

Jan, 2021 - May, 2022  
TERBERG BUSINESS MOBILITY - JUSTGO SHARING - 32 UUR P/W  
Marketing Manager

Feb, 2020 - Dec, 2020  
TEN STRIPES - THE IMPACT PROJECT - 10 UUR P/W  
Senior Coach

Jun, 2019 - Dec, 2020  
MOBINEDERLAND - GEMEENTE GRONINGEN - 32 UUR P/W  
Marketing en Sales

Jan, 2019 - Aug, 2019  
FAIR FASHION FESTIVAL - 12 UUR P/W  
Marketing- en programcoördinator

Sep, 2018 - Jun, 2019  
NOORDHOFF UITGEVERS - 32 UUR P/W  
Marketing Communicatie Specialist

Feb, 2018 - Jun, 2019  
EXTENZO, MACG, URBANLIVING - 40 UUR P/W  
Marketing en Brand Manager

### **Contract**

Feb, 2015 - Oct, 2016  
BRIGHTBIRD DESIGN CENTRE - 32 UUR P/W  
Marketing coördinator, support en sales

Feb, 2012 - Sep, 2015  
TRANSCOM - 16 UUR P/W  
Outbound Sales

Jun, 2014 - Sep, 2014  
V&D HEADQUATER AMSTERDAM - 32 UUR P/W  
CRM en Community Manager

Feb, 2014 - Jun, 2015  
V&D HEADQUATER AMSTERDAM - 32 UUR P/W  
CRM-trainee en Community Executive

Oct, 2013 - Feb, 2014  
JOUW MARKTKRAAM - 16 UUR P/W  
Social Media en Marketing planning

*Marijke Tadema*

## References

“Over the past eight months, I have collaborated with Marijke Tadema in her role as Senior Communications Advisor for the Democratie in Actie network. Under her inspiring leadership, a new knowledge platform, along with a new visual identity, has been developed and designed. This platform will soon be launched for municipalities and knowledge partners—operating within a dynamic political and administrative environment.

Marijke works with great precision and dedication, consistently bringing out the best in herself and those around her. She identifies and delivers tangible results, is creative, and has a strong focus on continuous innovation and fresh perspectives. A true professional.”

Frank Speel  
Programmamaker Democratie in Actie - VNG/ Binnenlandse Zaken  
0639276266

“I had the pleasure of working with Marijke and can highly recommend her. Marijke worked with team Pleio for approximately a year. During that time, I came to know her as a friendly and supportive colleague. She is analytical and provides targeted, solution-oriented approaches. In addition, she is flexible and attentive to where help is needed.

Marijke supported team Pleio in several areas. She provided advice on improving the Pleio website and a number of customer processes, and also helped connect participants. She is not afraid to roll up her sleeves and made a significant contribution to actually implementing changes to our website. She mastered the technical aspects in no time! Marijke is also strong in content creation, producing both online and offline materials, including content for our websites and LinkedIn.

Team Pleio mainly works remotely, and for Marijke, working at a distance is no problem at all—making her a great fit in that regard as well.

In short, Marijke is a valuable asset to any team, carrying out her work with dedication and professionalism!”

Marcel Ziemerink  
Owner Pleio  
0634095511

“Marijke worked with us as a Communications Advisor for a year, and in that relatively short time she brought us a great deal. She brings a fresh perspective and works comfortably and effectively in an autonomous way. The combination of a hands-on approach and strong strategic thinking is particularly valuable. This ultimately leads to processes that are well-supported and widely embraced.

Among other things, her work resulted in a strong new communications strategy.”

Stefan Oosterhof  
Teamleider - Gemeente Dordrecht  
0645316838

*Marijke Tadema*