

Robin Broers

Commercially versatile: sales, marketing and AI

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Driving licence B and own transport

THE ROLE I AM LOOKING FOR

A commercial part-time job or work placement of 12 to 16 hours per week, for example in sales, marketing, customer service, inside sales or account management. I am not looking for "just a side job", but for a place where I take part in the real work, learn from people who master the profession, and where my hours contribute directly to customers and results.

Profile

Second-year Marketing Management student at NHL Stenden, graduated as Junior Account Manager at Firda, and looking for a commercial part-time job where I can put my studies into practice.

- **Commercial foundation.** I have made cold calls, held customer conversations at a trade fair and shadowed key account managers. I know how customer contact works and I am not put off by a "no".
- **Own business.** Alongside my studies I run Broersmarketing: marketing, SEO and AI automation for business owners.
- **Eagerness to learn.** What I learn in the lecture hall, I want to apply in practice the same week. From the customer conversation to the campaign and the numbers behind it.

What I bring

1. **I have done cold calling and kept going.** At Meerdijk Advies I did prospect and cold calling. I know what it feels like to be turned down and then dial the next number. That is exactly where most candidates drop out.
2. **I have stood in front of real customers.** At the Bakker Goedhart trade fair stand I held customer conversations and shadowed key account managers. There I learned to present myself and the product professionally: in conversation, not on paper.
3. **I combine commerce with marketing and AI.** For my own business I work on marketing and SEO, and among other things I built an automation that approaches leads with a personalised cold email. So I bring not just hours, but also a way to work smarter and faster.
4. **I work on what I enjoy less, not only on what I enjoy.** Growth happens where things get uncomfortable. That mindset is why, alongside my studies and my business, I am looking for a job where I learn something new.
5. **I am reliably present.** I have worked at Albert Heijn since October 2023, with fixed responsibility for stock. Working accurately and showing up are not promises, but proven behaviour.

Work experience

Fresh Produce Associate, Albert Heijn
Oct 2023 to present

Fruit and vegetable department · part-time job alongside studies

- Responsible for stock: making sure the shelves are full and complete.
- Counting stock and flagging discrepancies.
- Learned to work neatly, accurately and with focus in a team with fixed routines.

Sales Intern, Meerdijk Advies
Sep 2024 to Mar 2025

Work placement via Firda · Junior Account Manager programme

- Cold calling and prospect calling: approaching new companies and gauging interest.
- Learned to open a conversation with someone who was not expecting it, and to stay calm when rejected.

Account Management Intern, Bakker Goedhart, Leeuwarden
Aug 2023 to Jun 2024

Work placement via Firda · Junior Account Manager programme

- Worked the trade fair stand and held customer conversations there.
- Shadowed key account managers on client visits.
- Learned how to present yourself and your product professionally to a business client.

Owner, Broersmarketing
alongside studies

Marketing, SEO and AI automation

- Among other things, built an automation that approaches leads with a personalised cold email.
- A limited, flexible number of hours per week, so it combines well with a regular part-time job.

Education

Marketing Management (Bachelor, HBO), NHL Stenden
2025 - 2029

English-taught variant of Commerciële Economie (Business Economics) · currently second year

- Chosen because my vocational programme showed me that commerce suits me, and because I wanted to understand the strategy behind selling.
- Deliberately chose the English-taught programme: international clients and texts are the rule rather than the exception in this field.

Junior Account Manager (MBO level 4, vocational), Firda
2022 - 2025 · diploma obtained

Specialisation in sales and customer relations

- Acquisition, conversation techniques and account management, with two commercial internships.
- Chosen because the work revolves around people and the results are measurable.

VMBO-TL (pre-vocational secondary education), Comenius Esdoorn
2016 - 2021 · diploma obtained

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Skills and certifications

LANGUAGES

Dutch: native
English: fluent, spoken and written
Frisian: good spoken

PERSONAL

Teamwork · perseverance · accuracy · eager to learn · entrepreneurial

COMMERCIAL AND DIGITAL

Cold calling · customer conversations · trade fair contact · account management · marketing and SEO · AI automation

CERTIFICATIONS

HubSpot: Inbound Sales · Digital Marketing. Anthropic: Claude 101 · Claude Code 101 · Introduction to Claude Cowork · AI Fluency: Framework & Foundations

AVAILABILITY

Hours	12 to 16 hours per week
Days	Monday evening, all day Wednesday and Friday, and Sunday
Region	Leeuwarden and surroundings, up to 30 minutes travel from Hurdegaryp
Transport	Driving licence B and own transport

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