

ROBIN VAN DEN HEUVEL



MARKETING MANAGER

SUMMARY

Senior marketing manager with 4 years of online gaming industry experience – Unibet Group plc/ Kindredgroup plc and GVC Holdings PLC. Years of experience in online poker and coaching. Marketing specialist and peak performer.



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WEBSITE

www.robinpoker.com

EXPERIENCES

2018 - Present

GVC Holdings PLC – London, UK

Marketing Manager Poker - Sports labels

- Responsible for poker P&L and managing a team of CRM managers to deliver Poker active customer and revenue goals for sports labels poker at GVC Holdings PLC.
- Create extraordinary marketing strategy across brand product portfolio in different territories to maximize the Poker share.
- Develop global Poker marketing campaigns, promotions and social strategy. Manage the global and local promotional bonus budgets for Poker and ensure strong ROI in line with business objectives.
- Work closely together with area managers, design, copy writers, affiliate and product teams in house and external partners.

2017 - 2018

Kindred Group PLC – London, UK

Marketing Team Lead - Poker & Bingo

- Responsible for managing a team of marketing strategy managers to deliver Poker and Bingo active customer and revenue goals.
- Create a comprehensive marketing strategy across brand product portfolio in a market to maximize the Poker share. Develop global Poker marketing campaigns, promotions and events strategy.
- Manage the global promotional bonus budget for Poker and ensure strong ROI in line with business objectives.
- Work closely together with local CRM, affiliate, product teams and provider..

2016 - 2017

Kindred Group PLC – London, UK

Marketing Strategy Manager - Poker

- Responsible for delivering Poker active customer and revenue goals.
- Create a comprehensive marketing strategy across brand product portfolio in a market to maximize the Poker share. Develop global Poker marketing campaigns, promotions and events strategy.
- Manage the global promotional bonus budget for Poker and ensure strong ROI in line with business objectives.
- Work closely together with local CRM, affiliate and product team and provider.

EXPERIENCES

▶ 2016

Unibet Group PLC – London, UK

Local Promotions Manager

- Create and deliver specific quality promotions for local markets.
- Work closely together with local CRM, local affiliate and marketing teams to tailor promotional content and design promotions relevant to the local market.
- Increase the active players and revenue in specific local markets. Responsibility over the design and creation of the full tournament schedule to increase tournament liquidity and meet customer demands

▶ 2015 - 2016

Unibet Group PLC – London, UK

Poker Operations Executive

- Supporting, developing and measuring quality promotions, working both on the commercial and product side of the business.
- Act as key liaison between departments to help grow Unibet Poker.
- Find innovative ways to increase active player days, reactivation and revenue across multiple segments

RECOGNITION

- Poker Innovation: Unibet - European Poker Awards 2015
- Innovation in Poker: Unibet - EGR Awards 2015
- Online poker operator: Kindred – IGA Awards 2018
- Operator of the year: GVC - EGR Awards 2018

EDUCATION

▶ 2003 – 2008

Maastricht University – Maastricht, NL

Dutch Law (Nederlands Recht) Propedeuse

- Extracurricular: European Law School Association (ELSA) Vice president. Maastricht, NL – 2008 (several months)

▶ 1997 – 2003

Bisschoppelijk College Broekhin – Roermond, NL

Pre-university (secondary) education, Gymnasium with 2 years bilingual

- (English) Profile: Culture & Society. Elective course: Mathematics A2

SKILL SET

- Dutch and English fluent speaking and writing.
- Presenting and story telling
- Coaching and managing
- Promotion and sales
- Retention and email marketing
- Content marketing
- Affiliate and influence marketing
- Experience several computer programs and systems: SAP, Windows Office, Tableau, QlikSense, Jira, Confluence, Sitecore, Optimove, Slack, Trello and Jive.

HIGHLIGHTS

- Working with Eden Hazard as influencer for bwin poker
- Charity poker promotion with the One Drop Foundation - €50K donated to good causes
- Poker event in Las Vegas called the European Open
- Mannequin challenge over 300 people in poker room in Bucharest Romania.

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