Jeroen Scheper

Marketing Leader, go-to-market and brand strategy

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Moving to the Netherlands, available from January 2027



Profile

Marketing leader with four years in leadership teams, in sports, tourism and retail. I build marketing departments, take new products to market and lead teams through change. I combine commercial thinking with a creative eye. My background is in design, film and UX, so I know what good work needs, and I keep a close eye on what it brings in. Looking for a marketing leadership, go-to-market or product marketing role, hybrid in the Netherlands or remote in Europe.

Experience

Dive Friends Bonaire

Dec 2024 to present

Marketing & Sales Manager, management team

- Built the marketing department for Bonaire's largest dive operator (7 dive shops, 3 retail brands, about 70 employees). Hired a team of three and manage a $300K annual budget.
- Set up tracking and reporting and moved budget to what works. Online bookings grew 34% since 2024.
- Developed a partner program for hotels and travel agencies. 55 partners now bring in about a third of pre-booked revenue.
- Launched the Avelo Experience, an all-inclusive week around a new dive technology. Sold out every edition.
- Launched white-label brand Delfins Diving with Delfins Beach Resort (Hilton), and relaunched retail brands ARENA and The Beach Shop.
- Worked with the GM on training and operations across the seven locations.

GraphicHunters

Jun 2022 to Jun 2024

Operations Manager & Client Lead, management team

- Joined a sports design studio as first employee and helped the founder grow it to 6 staff and 30+ freelancers. Revenue grew 334% in two years.
- Set up pricing, planning and reporting. Average gross margin of 78%.
- Client lead for KNVB, Eredivisie, AFC Ajax, UEFA, Heineken and Just Eat Takeaway, among others.
- Projects include the TOTO KNVB Cup rebrand and Heineken's campaign for the UEFA Women's Champions League final.

Flexpower Europe

Jul 2020 to Jun 2022

Brand Manager

- Brand positioning, campaigns and content for a health brand across European markets.

JRN, independent

Nov 2014 to Nov 2024

Creative Strategist

- Brand strategy, creative direction and production for clients including the Ministry of Finance of Curaçao and the Curaçao Tourism Board.

Skills

Marketing	Go-to-market, value propositions, brand strategy, performance marketing, partnerships
Leadership	Building and coaching teams, budgets, reporting, change management
Creative	Creative direction, briefing agencies, UX/UI, campaign concepts
AI	Build dashboards and prototypes with Claude, including a reviews dashboard used by the Dive Friends leadership team
Tools	Google Analytics 4, Meta Ads, Figma, Adobe Creative Suite, Asana, Mailchimp, Microsoft 365

Education

2022	BA Communication & Multimedia Design, Rotterdam University of Applied Sciences
2019	Minor Visual Culture, Willem de Kooning Academy

Languages

Dutch and Papiamentu (native), English (fluent), Spanish (basic)

Other

- Chair of a marketing mastermind group
- Invited coach at the Tourism Business Academy
- Grew up on Curaçao, worked in the Netherlands and on Bonaire

Cases and work: **jeroenscheper.com**