

Hi there!

I'm Bryan van Putten, your potential marketing superhero. I thrive on assisting start-ups and scale-ups that are already active internationally and are poised for further growth. With over 15 years of experience, I am well-equipped to play a vital role in the success of any type of business, regardless of industry.

My career has seen me working with a diverse client base, from burgeoning FinTech startups like Alphacomm—one of the fastest-growing companies in the Netherlands—to established tech businesses in the travel industry such as C Teleport. These experiences have sharpened my ability to manage a variety of marketing tasks effectively and efficiently.

What makes me unique is my multidisciplinary skill set, which allows me to fill the gaps in a company's marketing efforts, saving them the burden of hiring a full department. I excel in copywriting, ghostwriting, search engine optimization (SEO), search engine advertising (SEA) and social media advertising (SMA) as well as video editing and proper use of AI tech.

Essentially, I can make brands look good, even when they shouldn't.

I'm currently seeking new opportunities where I can bring my skills to bear on exciting new challenges, specifically in a freelance capacity. I am interested in engagements that allow for flexible, remote work, aligning with my track record of effectively managing and executing projects from a distance.

Case: Alphacomm | Payment tech

At Alphacomm, I handled everything from PR and creating sales assets to maintaining the company websites. I was also responsible for managing Google Ads and LinkedIn campaigns, writing blogs, whitepapers, and PR outreach.

Case: C Teleport | Travel tech

At C Teleport, I was in charge of all the PR content. I produced the monthly product updates, press releases, newsletters and blogs. I also ghostwrote articles on behalf of management and revived their old WordPress site which had become uneditable.

Case: BuzzBoost | Influencer tech

At BuzzBoost, I led the development of automated marketing workflows in HubSpot to support influencer onboarding, drip campaigns and internal content approvals. I managed influencer outreach and negotiated UGC video productions, while helping shape the brand's content calendar.

The experience to always know what to do next and how to do it right

With two decades of hands-on experience, I have had the benefit of doing an incredibly wide range of work which allows me to always understand new situations and solve problems calmly and independently. Whether it's editing a video podcast series for a Member of European Parliament, or running promotions for local businesses. I'm also the founder of the [largest English-language expat platform in Rotterdam](#).

I've done a lot, so I know a lot. And now, I'm eager to work with you!



I propose a simple and predictable collaboration model: a fixed monthly fee for an agreed workload, to avoid surprises with hourly billing or fluctuating costs. This approach guarantees access to my broad range of expertise at the cost comparable to that of one junior marketer.

Please feel free to review my website, rmco.io, or my [LinkedIn profile](#) to better understand the impact of my work. I am eager to discuss how I can bring value to your team and contribute to your success.

Looking forward to the possibility of working together!

Warm regards,

A handwritten signature in black ink, which appears to read "Bryan A. van Putten".

**Bryan A. van Putten, MA
RMCO**

Bryan A. van Putten

Marketing, Communication & Web



"Keeping up with the latest trends and developments is my passion. Strategically applying them is my strength."

First names: Bryan Anthony
Surname: Putten, van

Date of birth: 15 September 1985
Place of birth: Oranjestad, Aruba
Nationality: Dutch

Gender: Male

Address: Rododendronstraat 212
3053 LR Rotterdam

Mobile: +31 (0) 620173580
E-mail: bryan@rmco.io

Driving licence: Yes

Education

Master of Arts
Erasmus University, Rotterdam (2012)
Media Studies (specialisation Media & Culture)

Pre-master
Erasmus University, Rotterdam (2011)
Media & Journalism

Bachelor of Communication
Inholland University, Rotterdam (2010)
International Communication Management

International Exchange Programme
Universidad de Salamanca, Spain (2009)
Audiovisual Communication

VWO (Secondary Education)
Colegio Arubano, Aruba (2003)

Courses

Hate Speech & Human Rights
NHSM / Council of Europe (2016)

Presentation Training
TIO University (2016)

Intercultural Awareness Training
Fijneman & Willemsen (2011)

Campaigning / Press Relations
Oxfam Novib / Ruud Huurman (2008)

Language Proficiency

Dutch:	Native
English:	Native
Papiamentu:	Native
Spanish:	Fluent
Portuguese:	Intermediate

Work Experience

2015 - Present | (Remote) Marketing Strategist **RMCO**

Supporting entrepreneurs and managers with writing, PR, SEO, SEA, SMA, web development and social media. Current/former clients include **Buzzboost Influencer Platform**, **Enven Green Energy**, **C Teleport**, **Alphacomm**, **Wasstraat De Walvis**, **AST Holland**, **House of Performance**, **Music'scool** and many more.

2015 - Present | Founder & Editor **RotterdamStyle.com**

Writing and editing content for RotterdamStyle, the largest English-language platform focused on the Dutch port city of Rotterdam.

2015 - 2017 | Lecturer HBO/MBO **TIO University**

Teaching marketing-related courses at both MBO and HBO levels. Developing and redesigning the Web Design course.

2015 - 2016 | Content Marketer (part-time) **Roos & van de Werk**

Ghostwriting, managing social media, and translation work for various clients.

Work Experience (continued)

2013 - 2015 | Marketing Manager

CQ Media Productions

Managing communications for TV programmes aired on RTL4, RTL5, and SBS6. Led a team of six and built the company intranet.

2012 - 2013 | Head of Communications

TV Media Partners / Hotel Central / EuroHotel

Developed communication strategies and Google Ads campaigns aimed at increasing direct bookings. Built and managed the hotel websites for Hotel Central and EuroHotel.

2009 - 2010 | Campaign strategist

Candidate for the Dutch House of Representatives and European Parliament elections

Developed campaign plans based on brand management and personal branding strategies. Wrote and distributed press releases, handled photography and video production.

2009 | Marketing & Communications Intern

Mr. Jazz Steaks & Jazz (Aruba)

Editing, copywriting, design, photography, video, and social media. Wrote communication plans for the restaurant and also for new hospitality concepts like Pizza Pazza pizzeria.

2009 – 2015 | Freelance Comms advisor

Freelance (student period)

Translations (NL-EN), web development, and communications for businesses and NGOs.

2006 | Stagehand & Set Construction

Stagehands & P3 Crew Management

Assisting with the construction of stages for major music events.

2000 - 2003 | Disc Jockey

Hit94FM Radio Aruba

Responsible for a personal radio show every Saturday evening. The work also included arranging guests for interview.



Arts & Culture

2013 - 2016 | Music Photographer & Blogger

3Voor12 South Holland (VPRO)

Rotterdam Festivals
Zinesters

2000 - Present | Musician

Performing as a professional musician in cafés, restaurants, weddings, funerals, and events. Providing guitar lessons, writing music, selling compositions, making recordings, and creating jingles.

Activism

As a participant and/or facilitator:

**Call to Counter Counterterrorism Hackathon
Amsterdam (2018)**

**Call to Europe Youth Conf. on Human Rights
Rotterdam - The Hague (2010)**

**United Against Intolerance
Madrid (2007)**

Volunteering

**2015 - Present | Substitute guitar teacher
Rockschool, Leiden**

Active during my studies, 2004 - 2012:

Erasmus Student Network

Student buddy for international students.

Antilliaanse Studentenvereniging Passaat

Editorial staff members for Passaat Magazine.

OXFAM/Novib DoenersNetwerk

Participated in activities.

Memberships

Dutch Association of Journalists (NVJ)

References

Available upon request

Get to know Bryan van Putten!

Click on the image below to watch an (old) video:

