

# DUSTIN VER BEEK



616-836-8048



DUSTIN@DUSTINVERBEEK.COM



LINKEDIN.COM/IN/DUSTINVERBEEK

## PROFILE

Digital marketing professional with fifteen+ years of progressive experience in B2B + B2C marketing strategy and eCommerce.

## EXPERIENCE

HERMAN MILLER

Digital Marketing Manager | Holland, MI | 2009 – Present

- Devise, develop, implement and analyze cross channel digital marketing campaigns to drive traffic to Herman Miller websites, including paid social media ads, SEM, banner ads and e-mail marketing.
- Responsible for developing a global email marketing strategy and implementing a global corporate email marketing system.
- Manage online branding, traffic tracking and strategic analysis, SEO program to ensure high-ranking organic search.
- Assisted in launching Herman Miller eCommerce store.
- Member of Salesforce Center of Excellence for Herman Miller.

eBusiness Integrator | Zeeland, MI | 2000 – 2009

- Designed, created, implemented, and serviced over seventy successful technology solutions (including: marketing websites, transactional websites, eProcurement integrations, and design/specification software) for various Fortune 500 companies such as: BP, John Deere, Time Warner, Whirlpool, Visteon, Wells Fargo, and General Electric
- Directly contributed to tens of millions of dollars in sales for Herman Miller.

Customer Care | Holland, MI | 1998 – 2000

- Duties included facilitating an extraordinary customer experience involving many aspects of Herman Miller.
- Chosen for an elite Customer Care Pilot Team servicing all Herman Miller entities, the first of its kind at Herman Miller.

## SKILLS

Digital Marketing  
Campaign Management  
Marketing Automation  
Demand Generation  
eCommerce  
Social Media Ads  
Email Marketing  
SEO/SEM  
CRM  
Website Design  
Analytics  
Project Management  
Testing/Optimization

## APPLICATIONS

Adobe AEM  
Salesforce CRM  
Marketing Cloud  
Responsys  
Mailchimp  
Return Path  
Scene7  
Pardot  
IBM Websphere  
WordPress CMS  
Dreamweaver  
Photoshop  
Google Analytics

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## EXPERIENCE (CONTINUED)

### DUSTIN VER BEEK DIGITAL MARKETING CONSULTANCY

Principal | Zeeland, MI | 2008 – Present

- Established a digital marketing consultancy for small and mid-sized businesses, providing strategic planning and digital marketing implementation.
- Translate the clients' goals and objectives into actionable and measurable digital marketing programs.
- Services include website design/development, copywriting, search marketing, e-mail marketing, social media marketing, and digital campaign execution.

### SWEET DREAMS BABY BOUTIQUE

Owner | Holland, MI | 2008 – 2010

- Founded and built a successful retail business selling juvenile home furnishings and accessories to a wide consumer base. Include keywords from the listing to capture their attention and pass applicant tracking systems matching requirements.
- Created the business and marketing plan, negotiated the lease, planned the store interior, created various marketing promotions, sourced merchandise, contracted with suppliers, designed the store website, and coordinated shipping logistics.
- Oversaw P&L and daily operations, including marketing, sales, sales support, and various other outsourced functions.

## EDUCATION

Business Management  
Davenport University,  
Holland, MI  
1993 – 1997 / GPA 3.7  
Student Council President

## AWARDS + HONORS

Dean's List / 1993 – 1997  
*Davenport University*

Pep Award Winner 2006 –  
Engagement Category  
*Herman Miller*

## VOLUNTEER EXPERIENCE

Webmaster /  
2007 – 2012  
*Haven Church*

Webmaster /  
2009 – 2012  
*Compassionate Heart*

Pastoral Care Elder /  
2014 – Present  
*First Reformed Church*