

# Jasper van der Zwaan

*A seasoned digital marketing professional  
with global experience*

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## PROFILE

Digital marketing professional with extensive global experience building, maintaining, and running successful digital and traditional marketing campaigns.

Over 20 years of experience implementing large-scale projects, including websites, mobile & desktop applications, email campaigns, corporate branding, and omni-channel marketing initiatives.

Proven ability to leverage visual design, user experience, typography, color theory, and creative problem-solving to drive business success.

Experienced in highly regulated industries, including advertising, education, medical, insurance, finance & mortgage origination.

Extensive experience in usability, design iteration, A/B & multivariate testing to measure and improve the performance of various web applications.

Using artificial intelligence to assist with research and ideation, transforming vague concepts into successful marketing strategies and product experiences.

Highly experienced in Adobe Creative Suite, Jira, Figma, Adobe XD, Sketch, InVision, Zeplin, Salesforce, SFMC, and most other mainstream CMS/CRM tools.

Proven ability to build strong relationships and lead high-performing teams, whether remote, off-shore, or in-office. Committed to lifelong learning and continuous skills development.

## SKILLS

- Design, passion, and curiosity.
- Multi-channel marketing & campaign management.
- Usability, design iteration, A/B, and multivariate testing.
- CMS, CRM, Digital, Content, and E-mail marketing.
- Advanced marketing analytics & KPI reporting.
- Effective communication, and collaboration abilities.
- Exceptional attention to detail.

## CONTACT

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## EDUCATION

### **BACHELOR OF ARTS - GRAPHIC DESIGN**

Media College - Amsterdam, The Netherlands - **September - 1995**

### **FUNDAMENTAL & ADVANCED HTML CODING**

Media College - Amsterdam, The Netherlands - **August - 1996**

## WORK EXPERIENCE

### **PENNYMAC - Assistant Vice President, Online Marketing**

**January 2025 - Current**

### **PENNYMAC - Manager, Web Optimization**

**March 2019 - December 2024**

- Developed & executed multi-channel digital media strategies, and roadmaps aligned with company growth and success goals.
- Closely tracked the latest digital marketing technologies, trends, and strategies to identify opportunities to enhance, and improve the business digital marketing roadmaps. Continuously evaluated company consumer-facing web properties, and executing on measurable optimization efforts by leading a highly effective testing team. Expert leader in ideating market relevant hypotheses, and, deep diving into analytics data to increase user engagement, in order to provide a steady stream of high converting leads for company sales teams.
- Juggled multiple high-visibility projects, and ensured quality & timely content delivery for multiple LOB's across the organization.
- Comfortable, and highly proficient in launching new, and maintaining existing consumer & B2B facing web solutions in a highly regulated business environment.
- Excellent working knowledge of most mainstream digital marketing tools such as: SFMC, HTML, CSS, jQuery, Chrome DevTools, Jekyll, Liquid, YAML, etc. CMS: CloudCannon, LifeRay, WordPress, etc. G-Suite, MS Office Suite, Tableau, Snowflake, Leadspectra, Rundeck, Jenkins, GitHub & AWS. Figma, Adobe Creative & Experience Suites, Screaming Frog, VWO, UserTesting, Optimizely, Target, HotJar, SEMrush, GA4, Tag Manager 360, etc.

### **AGIA AFFINITY - Manager, Digital Marketing**

**2014 - 2019**

- Spearheaded client meetings to determine project needs and professional requirements and identify the correct course of action to help clients be successful.
- Maintained expert-level skills in digital platforms such as Salesforce Marketing Cloud, Adobe Creative Suite, Liferay CMS, Google Analytics, and Tableau.
- Drove digital and enterprise collaboration across functional teams, focusing on delivery and continuous process improvement.
- Devised strategies and roadmaps to support product vision and value to the business.
- Administered marketing calendar and posted new content to coincide with new product, and service releases.

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## **DAVID ALLEN COMPANY - Multimedia Designer**

**2012 - 2014**

- Executed on new creatives for web, video, DM & printed materials that adhered to the overall creative vision and branding direction which resulted in 30% sales growth in 12 months.
- Oversaw all phases of video production for coaching talent promotional pieces, from pre- to post-production primarily using Premiere Pro, After Effects, and Media Encoder.
- Designed new treatments for display, online marketing, print, and packaging materials to further enhance company product branding strategies which resulted in 20%+ growth in those channels.
- Designed updated brand fundamentals. Created a new style guide/branding guide with updated typography, color palette, and new design approach to enhance company brand awareness.

## **STERLING HEALTHCARE INFO SYSTEMS - Art Director**

**2008 - 2012**

- Developed artistic visual products while working within defined technical guidelines.
- Maintained accurate specs by adhering to print and art specification standards.
- Approved art layouts, copy design, and illustrative work for publication.
- Designed new on-brand visual elements to effectively convey concepts and messaging.
- Juggled multiple projects and tasks to ensure high-quality and timely delivery.

## **ADDITIONAL EXPERIENCE - Various Graphic & Motion Design Roles (USA & International)**

**1996 - 2009**

- I will happily provide additional details regarding my previous work experiences beyond this time frame. *(upon request).*

## **ACCOMPLISHMENTS**

- Pennymac MAP (*Manager Accelerator Program*), Thousand Oaks, CA.
- Pennymac PM Silver Certification, Thousand Oaks, CA.
- Google GTM - Certified by LunaMetrics, Pittsburgh, PA.
- Google Adwords - Certified by LunaMetrics, Franklin, TN.
- Tableau Desktop I: Fundamentals - Certified by Tableau, Wexford, PA.
- Liferay Symposium - NA 2015, Chicago, IL.
- GPS Leadership Training - Certified by AGIA, Carpinteria, CA.
- HIPPA Compliance Training - Certified by AGIA, Carpinteria, CA.
- GTD® Fundamentals Workflow Coaching - Certified by David Allen Company, Ojai, CA.

## **WEBSITES**

- <https://pennymac.com/>
- <https://corr.pennymac.com/>
- <https://tpo.pennymac.com/>
- <https://agia.com/>
- <https://gettingthingsdone.com/>
- <https://www.sterlinghcs.com/>

## **LANGUAGES**

- English (*Full professional proficiency*)
- Dutch (*Full professional proficiency*)
- Flemish (*Professional proficiency*)
- German (*Elementary proficiency*)
- Spanish (*Elementary proficiency*)
- French (*Elementary proficiency*)