



**W. Hendrik de Vries**

 Hendrik@MingleMediaMarketing.com

**STRATEGIC MARKETING &  
SALES BUSINESS OWNER**

 407.284.7143

 Dallas, Texas

## PROFILE

Charismatic professional with well-rounded background and proven history of success in relationship building, digital marketing, sales, finance, and product development.

## AREAS OF EXPERTISE

- Certified Conversion Marketing Consultant
- Digital Marketing Strategy
- Client Needs Assessment
- Search Engine Optimization
- Certified Marketing Automation Consultant
- Strategic Planning & Execution
- Outcome driven marketing and sales strategies

## FEATURED IN

Advisor Perspectives  
SEMrush  
Senior Housing News  
ConvertedU Success Story  
Advisor Perspectives  
Michael Kitces  
Caring.com

## PROFESSIONAL EXPERIENCE

### **MINGLE MEDIA LLC, Dallas TX**

**Founder & CEO** 2012-Current (Eight Years)

Mingle Media provides comprehensive Digital Marketing consulting strategy and implementation services. Services include: Digital marketing strategy, marketing automation, user experience strategy, WordPress website development, conversion marketing, sales and marketing funnel development, email marketing strategy, and more.

#### **Overview**

- Work together with business owners to create a digital marketing strategy (Roadmap) and implement the roadmap to deliver results based on their unique goals.
- Advise businesses on strategic Internet marketing and business development opportunities.

### **SPLASH MEDIA, Dallas TX**

**Regional Director** 2010-2012 (Two Years)

Responsible for establishing new business as well as maintaining relationships with new clients.

#### **Overview**

- Closed approximately \$2,000,000 in new business.
- As the top performing Account Executive, provided sales training and support for all Account Executives.
- Aided in the development of social media software.
- Wrote the sales presentation that was presented to over 50,000 attendees across 12 demographic markets.

## EXECUTIVE SUMMARY

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Multicultural background and international business experience gained from living and working abroad. Talents include easily developing relationships and communicating with individuals of all personality types, cultures, and nationalities. Trilingual—fluent in English, Swedish, and Spanish. Highly organized and comfortable shouldering a multitude of responsibilities at once. Passionate, aggressive, and fun-loving team player with a creative vision and entrepreneurial spirit.

## EDUCATION

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Bachelor of Arts in  
International Business  
**Furman University**  
Greenville, SC

## WEBSITES & SOCIAL MEDIA

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MingleMediaMarketing.com

MMRIAMarketing.com

HendrikdeVries.com

 [linkedin.com/in/whendrikdevries](https://www.linkedin.com/in/whendrikdevries)

 [twitter.com/HenkedeV28](https://twitter.com/HenkedeV28)

 [FB.com/minglemediamarketing](https://www.facebook.com/minglemediamarketing)

## PROFESSIONAL EXPERIENCE

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### **AT&T Advertising and Publishing, Orlando, FL**

#### **Sales Representative** 2009-2010 (Two Years)

Spearheaded sales process for 600+ advertisers from initial client consultation and needs assessment through final closing of directory and Internet advertising contracts. Drove business-to-business sales and built relationships with decision-makers of multi-million corporations. Required to achieve aggressive sales quotas; accomplished goals by remaining extremely organized and motivated.

#### **Overview**

- Generated +\$2 Million in annual revenue and increased sales by 15%. Ranked #8 out of 42 sales reps.
- Grew revenue from key account by 25%, despite client's original intention to reduce business 50%, by providing undeniable proof of advertising's value.
- Retained 100% of revenue from key account under new ownership via fact finding and information-gathering strategies.
- Demonstrated versatility by adjusting easily to four different campaigns involving three new managers.
- Successfully closed all accounts during short six-week campaign by remaining highly organized and efficient.

### **DYNETECH CORPORATION, Orlando, FL**

#### **Business Manager** 2004-2009 (Five Years)

Promoted to Business Manager and clearly defined this newly created position. Capitalized on opportunity to assume ownership of assigned products and directly impacted brands' advancement. Managed P&L for each product with concurrent accountability for strengthening and preserving relationships with two critical clients. Steered development, evaluation, and improvement of products, overseeing ~200 employees and independent contractors.

## PROFESSIONAL EXPERIENCE

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### **DYNETECH CORPORATION - Business Manager (Continued)**

**Overview:** In charge of product line that generated \$16M in revenue in 2005 and led #1 team company-wide for 18 months.

- Increased participation of seminar attendees by 20% and secured more qualified targets by leading development of product infomercial.
- Grew monthly revenue \$100,000 by developing brand new line of training.
- Broke record for sales volume in Toronto, Canada despite leading understaffed training team.
- Key player in creation of Financial Power Summit, which encouraged program graduates to cross-sell products and thus generated \$1.2 Million per quarter.
- Propelled smooth transition from selling education-training product to software package, each requiring completely different skill sets and selling techniques.

### **DYNETECH CORPORATION - Marketing Representative**

Built and led top performing sales team comprised of two to five reps, producing \$800,000 (average) monthly. Traveled both domestically and internationally to set-up and administer various sales/promotional events.

**Overview:** Boosted close rates from 20% to 30% (average) by coaching reps and improving presentations techniques.

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### **WACHOVIA BANK AND FINANCIAL SERVICES, Jacksonville, FL**

**Financial Advisor** 2001-2004 (Four Years)

Rendered expert counsel and advice to drive sales of investment options and generate ~\$250,000 per month. Simultaneously originated and balanced multiple loans. Acquired and held Series 7, 63 and state of Florida Insurance License.

**Overview:** Ranked #1 in training class of 14 specialists due to the ability to rapidly grasp and master new concepts.

- Overcame initial apprehension from customers regarding youthful appearance and gained respect by demonstrating high competence to achieve results.
  - Resolved escalated customer service issues daily by applying refined listening and efficient problem-solving skills.
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### **ALTADIS, Madrid, Spain**

**Brand Assistant** 2000-2001 (One Year)

Contributed to development and launch of new product for European Tobacco company. Traveled to various regions throughout Spain, easily establishing rapport and building relationships with local vendors. Charged with administering brand's web page.