



# LEONIE VELTHUIS-DIJKSTRA

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## SKILLS

Digital strategy

UX research

Project- en Team  
Management

Customer journey  
management

Design Thinking

Consultancy

Communication

Stakeholder engagement

## LANGUAGES

Dutch

English

## HOBBIES

■ Travelling

■ Rally driving

## PROFILE

As a digital expert and web project manager, I develop high-performing digital environments – from websites and customer portals to online platforms and e-academies. Always with a focus on brand experience, conversion, and a seamless user journey.

I guide the entire process: from UX and user research, strategy, and design to content, technology, and implementation. This results in customer-focused digital solutions that deliver measurable outcomes: fewer questions, smarter processes, lower costs, higher conversion rates, and more satisfied customers and employees.

I create environments that are logically structured, clear, and easy to use. Content and functionality align perfectly with the audience's tasks and information needs, support the customer journey, and comply with legal and accessibility requirements.

Visitors quickly find what they're looking for, achieve their goals, and leave with a positive impression. I build a solid web infrastructure and choose the right tech stack: secure and scalable systems, smart integrations, and room for AI applications. This creates solutions that help organizations work more efficiently and serve their customers better – today and in the future.

Whether it's a website, self-service environment, or process digitalization, I lead teams from strategy to delivery. With my pragmatic, results-driven approach, I create clarity, commitment, and concrete results.

### Expertise

- Developing and improving digital environments
- Defining digital strategies focused on brand, conversion, service, and customer experience
- Optimizing customer journeys and conversion through UX, data, content, and research
- Content management: from strategy to production, editing (BI), and implementation
- Supporting CMS selection, setup, and content migration
- Building web infrastructures and enabling smart integrations
- Process digitalization and AI implementation (e.g., chatbots and

- Skiing
- Fitness

knowledge bases)

- Ensuring compliance with legal and accessibility standards (WDO, WCAG)

Always with one goal: making digital services more customer-focused, user-friendly, efficient, and future-proof.

## EMPLOYMENT

### UX Researcher (Freelance)

Present

LVLB, Gorinchem

- Setting up and conducting a usability test for "check your home"
- Writing an advisory report for improvement

### Project Manager Website (Freelance)

Jan 2025 - Jul 2025

CIIC (CLICKNL), Rotterdam

- The development of a new website for CIIC, from concept and UX/UI to realization and implementation
- Managing content production and editorial processes
- Setting up the content management system and creating an image library
- Establishing online communication channels with a measurement framework and GA4 analytics setup to monitor and improve results
- Result: a user-friendly website that now serves as the backbone of a network where creators, researchers, companies, and governments can fully explore opportunities in IX.

### UX & Digital Strategy Consultant (Freelance)

Dec 2024 - Apr 2025

GBLT, Zwolle

- Developed an online vision, strategy, and multi-year plan, translated into a concrete project plan. This gave the organization a clear path towards improved digital services and communication with citizens and businesses, while creating immediate internal support.
- Conducted UX, statistics, and content analyses, and identified target group needs through workshops.
- Advised on CMS optimization, content management setup, and the use of AI.
- Ensured compliance with WCAG 2.2, GDPR/Privacy Law, WDO, WOO, and inclusion requirements in all plans and recommendations.

### Consultant AI & UX (Freelance)

Sep 2024 - Jun 2025

Turbo's Hoet, Hoevelaken

- Development of a strategy and project plan for an AI agent and AI-driven knowledge base for both customers and internal employees, aimed at improving service quality, increasing efficiency, and safeguarding and sharing internal knowledge.
- Comprehensive analysis (website UX analysis, Hotjar analysis, analytics) and development of the UX design for TurboPartnerPro.

### Consultant Learning & AI (Freelance)

Nov 2024 - Jan 2025

Centric, Gouda

- Development of AI-driven online demos for Centric's new customer service portal

- Advising on copy optimization to improve UX

## **Project Manager Website & Digital Transition (Freelance)**

Mar 2023 – Sep 2024

Cinekid, Amsterdam

- Delivered a completely new website and IT infrastructure, including process digitalization and change management. Result: improved customer experience, increased online ticket sales, and more efficient internal processes with higher service quality.
- Conducted workshops to define objectives, target groups, and customer journeys per segment.
- Led multiple project teams and suppliers, from strategy and UX/UI design to development and implementation of the new “My Cinekid” environment.
- Designed and facilitated prototype testing, ensuring user needs were validated early.
- Set up a new digital infrastructure (Craft CMS, Fiona Festival platform, Active Tickets, De Container) and integrated these systems to create a seamless customer experience.
- Introduced new ways of working within the organization, including staff training, to embed digital processes.
- Developed a new tone of voice, style guide, and content strategy, and managed content production (including translations), CMS setup, and image library creation.
- Provided advice on content management organization and trained the marketing team.
- Ensured compliance with SEO best practices, WCAG standards, inclusivity, and GDPR/Privacy Law.
- Developed a measurement plan, supervised GA4 implementation, and delivered an online dashboard for performance insights.

## **Consultant Learning & Development (Freelance)**

Mar 2022 – Mar 2023

Centric, Almere

- Developed comprehensive training programs for onboarding new implementation consultants in the logistics and retail sectors.
- Conducted needs assessments, analyzed data, and created a blended learning program that reduced onboarding time from one year to three months.

## **Teamlead Programme Management**

Jul 2017 – Feb 2021

Beeckestijn Business School, Leusden

- Led the Program Management department (8 employees) with responsibility for new business development and digital product innovation.
- Digitized internal processes and guided employees in new ways of working, resulting in greater efficiency and higher service quality.
- Developed a portfolio of training programs, including customized solutions for clients such as KLM/Air France, a.s.r., Achmea, ENGIE, and De Heus.
- Established the Digital Marketing Academy (e-learning) and Digital Marketing Traineeship, including pricing models, driving additional revenue and growth.
- Applied consultative selling to translate client needs into tailor-made programs supporting their digital transitions.

**Senior Programme Manager Digital Marketing**

Aug 2013 – Jun 2017

Beeckestijn Business School, Leusden

- Optimization and development of training programs in the field of digital
- Optimization and digitalization of processes by setting up a new IT infrastructure, from selection to implementation and integration of new applications
- Improving the quality of services and processes

**Digital Project Manager (Freelance)**

Jan 2012 – Jul 2013

Ronald McDonald Kinderfonds, Amersfoort

- Developed a new website (Drupal CMS), intranet (Sharepoint Online), and social media strategy including online dashboard for the measurement of results for further optimization.
- Brought the mission to life through storytelling that attracted donors, strengthened internal collaboration, and boosted fundraising through friendraising.

**Communication Advisor Online**

Aug 2009 – Aug 2011

Fundeon, Harderwijk

- Responsible for developing a completely new website for Fundeon, including content management, email marketing, SEO, and analytics.
- Delivered a clear, user-focused site that met audience information needs, increased engagement through newsletters, and improved online visibility.

**Senior Webmarketeer**

Feb 2005 – Feb 2008

Bouwfonds Hypotheken/ Florius, Amersfoort

- Responsible for the website and online marketing activities of Bouwfonds Hypotheken and Florius, including UX and conversion optimization, content management, analytics, digital advertising, SEO, and SEA.
- Led the rebranding project when Bouwfonds Hypotheken became Florius in 2007, managing the development of a completely new website and an online campaign to launch the new brand. The site was immediately rated 8/10 by customers at launch and grew into a solid and trusted brand for both customers and intermediaries.

**Webmanager Vaya!**

Jun 2004 – Jan 2005

ER Travelgroup, Almere

- Website optimization, content management, and digital marketing (online advertising, SEO, SEA), supported by analytics.
- Contributed to the growth from a successful start-up into a solid scale-up.

**Senior Interaction Designer**

Oct 2000 – Jun 2004

LBI Lost Boys, Amsterdam

- Translated organizational goals and customer needs into creative internet and intranet concepts, developed UX and functional designs, provided consultancy and workshops, conducted UX research, and applied consultative selling.
- Delivered UX and online strategies for clients including ING, Postbank, NN, SVB, and the Ministerie van Verkeer en Waterstaat. Designed clear customer journeys, improved information findability, and created user-friendly interfaces—resulting in satisfied customers and organizations achieving their goals.

- Worked with various content management and collaboration systems, including SharePoint, Drupal and custom platforms.

## EDUCATION

<b>Post Bachelor: AI Business Professional</b> Beeckestijn Business School, Amersfoort	Sep 2024 – Jan 2025
<b>Postmaster Digital Transformation &amp; Organization</b> Beeckestijn Business School, Leusden	2021 – 2022
<b>Management of people</b> De Baak, Noordwijk aan Zee	2018
<b>Postmaster Digital Marketing Strategy &amp; Leadership</b> Beeckestijn Business School, Leusden	2013 – 2014
<b>Post-bachelor Social Media</b> Beeckestijn Business School, Leusden	2012 – 2013
<b>Master Business Administration, Marketing</b> Rijksuniversiteit Groningen, Groningen	1995 – 2000
<b>Marketing honours course: E-commerce</b> University of Stirling, Stirling	1998 – 1999
<b>Gymnasium</b> Praedinius Gymnasium, Groningen	1989 – 1995

## CHARACTERISTICS

Passionate & Enthousiastic <div></div>	Results-oriented <div></div>
Analytical <div></div>	Pragmatic <div></div>
Proactive Inovative <div></div>	Team work <div></div>

## VOLUNTEER WORK

<b>Matcher NewBees</b> NewBees, Amersfoort	Apr 2021 – Jul 2021
<ul style="list-style-type: none"> <li>• Assisting Newcomers in integrating into society by helping them find employment or internships</li> </ul>	

## TOOLING

- CMS: Craft, Laravel, Drupal, Sharepoint Online, Wordpress
- LMS: aNewSpring, Studytube
- Project Management: ASANA, JIRA, MIRO, Trello
- UX: Balsamiq, Figma, MIRO

- Analytics: GA4, PIWIK, Loocker Studio, Hotjar, Microsoft Power BI

## REFERENCES

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