

Florian de Roo van Alderwerelt

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+ Work Experience

October 2022 - Present

Account Manager at Rokt, New York City, USA

- Onboarded and managed ~20 EMEA-based clients including ASOS, Vinted, Cineworld, ODEON, Rakuten and Smol
- Accomplished 105% target attainment
- Created a business and operational strategy for our EMEA team
- Organized learning sessions to help customer success team grow accounts into EMEA

January 2019 - October 2022

Customer Success Manager at LinkedIn, Dublin, Ireland

- Advised ~500 Mid-Market clients in Switzerland and Benelux on their hiring strategies using LinkedIn's Talent Solutions
- Promoted to a level 2 in March 2021
- Project-managed the Mid-Market Customer Success new hire onboarding and continuous enablement plan for the CS organization
- Organized & facilitated the first Mid-Market event, generating ~€450.000

October 2017 - December 2018

HR, Legal and Client Happiness Manager at Media Distillery, Amsterdam, the Netherlands

- Supervised our 5 part-time product support agents
- Led the GDPR efforts, drafted commercial agreements and provided legal guidance to management
- Set up and streamlined HR processes and the customer support department
- Maintained client relationships and worked with engineering and product teams on product improvements

August 2014 - June 2015

News Anchor at Breaking Maas, Maastricht, the Netherlands

- Presented an 18 episode, bi-monthly student news program through YouTube and a local television channel (goo.gl/qoSGHN)
- Scripted, filmed and edited video reports

+ Education

September 2016 – July 2017

LL.M. Law and Economics at Utrecht University, the Netherlands

- GPA: 8.06, Cum Laude (US equivalent: 4.0)
- Thesis: A Review of the Draft Regulation on Ensuring the Cross-border Portability of Online Content Services in the Internal Market.

September 2012 – July 2015

LL.B. European Law School at Maastricht University, the Netherlands

- Bilingual degree in English and Dutch with a minor in Dutch Law, First Years Honours Programme and Marble Research Project

+ Other Experience

May 2016 - August 2016

Cashier and Stocker at Delhaize Group, Hoeilaart, Belgium

September 2015 - December 2015

Intern at Bird & Bird and Hogan Lovells International LLP, the Netherlands

- Worked in the Corporate and Intellectual Property departments across both firms
- Conducted legal research, due diligence for a €700m merger, and drew up legal documents for start-ups and multinationals

April 2015 & April 2017

Master of Ceremonies at EuroMUN 2015 & EuroMUN 2017 (500+ attendees), Maastricht, the Netherlands

May 2013 - June 2014

Vice-President/Secretary of the United Nations Student Association, Maastricht, the Netherlands

+ Language

English & Dutch (Fluent),
French (Proficient),
Spanish & German (Basic),
Mandarin Chinese (Introductory)

+ Hobbies

Video Making, Tennis, Field Hockey,
Speed Skating, Skiing, Hiking
Backpacking, Soulcycle

+ Interests

Sports, Media,
Technology, Lego
Television,
Nature, Cooking