

Mike Hendrixen - CV

Owner at Vertigo 6 - Marketing & PR



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www.vertigo6.nl

Specialities

Brand & product marketing
PR
Online marketing
FMCG

Experience

Owner/founder at Vertigo 6, Arnhem

March 2013 - Present

Vertigo 6 is a marketing agency that specialises in getting the world talking about your product, company and brand! We offer strategic insight and remarkable creative combined with cutting edge PR and social media expertise.

Global Marketing Director at QINQO, Arnhem

August 2011 - February 2013

QINQO is an ambitious start-up with 20+ years of experience in entertainment, marketing & retail distribution. QINQO bridges the gap between virtual and real physical products through a physical 'app store' that sells apps, games, music and ebooks in the form of branded prepaid cards. QINQO launched in April 2012 and QINQO cards are being sold in over 1200 stores in The Benelux (Bart Smit, Primera, Dixons, AKO, Read Shop and many more). I used to be responsible for all corporate and product related PR- and marketing activities.

Marketing Director, Central & Northern Europe at Codemasters, Arnhem

August 2009 - August 2011

Codemasters is a developer and publisher of video games. On PlayStation@2 & 3, Xbox 360, PC and Nintendo, Codemasters are dedicated to bringing games of excellence to players across the globe. For 20 years, Codemasters' mission has been to deliver excellent, innovative games.

From August 2009 until August 2011 I was in charge of all consumer- and trade marketing, as well as the product management in Germany, Austria, Switzerland, the Benelux and Nordic region.

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Marketing Manager Benelux at Codemasters, Arnhem

July 2008 - August 2009

Develop annual Marketing plans, develop Media plans, manage the budgets, drive high levels of awareness brands, drive high levels of corporate awareness, lead the direction for great PR, ensure high levels of in-store presence for brands.

Marketing Communications Manager Benelux at Codemasters, Arnhem

October 2006 - June 2008

In this time period I've been responsible for the Benelux launch of the Lord of the Rings Online, Colin McRae DiRT, Overlord, Clive Barkers' Jericho, Dirty Dancing and many more.

Marketing & PR Executive at GX, Nijmegen

April 2004 - October 2006

Specialisation in (Microsoft) Business Solutions plus a strong focus on product and online marketing (SEO, SEA, Personalisation, web content management).

Booker, (PR) manager and bass player in the band Charing X

December 1998 - January 2006

Won the 'Heineken Student Music Award' for best young Dutch band in 2001. Played Paradiso & Melkweg, Hedon, many festivals, toured abroad and signed a record deal with Silvox Studios. Recorded 3 singles, one album and 2 music videos.

Marketing & PR Executive at Verbeek Group, Nijmegen

2002 - 2004

Responsible for PR and marketing in order to introduce a new Dutch company into the German market.

Education

Radboud Universiteit Nijmegen 1997 - 2002

Master of Science (Doctorandus), International Business Communications
Activities and Societies: Chairman SV Babylon, Web editor for International Business Communications Studies

Isala College - VWO, 1990 - 1997

Languages

Dutch - Native
English - Fluent
German - Fluent

Referrals

Recommendations available upon request and visit: nl.linkedin.com/in/mikehendrixen