



# LAURENS VAN DER WERFF

MBA student - Entrepreneur

## CONTACT

- +31 6 57010758
- Lau.vanderwerff@gmail.com
- Deventer, Netherlands

## EDUCATION

**Radboud University Nijmegen**  
Master of Business Administration  
(MBA) - Digital Management  
2024- Expected graduation: June 2026

**Windesheim, Zwolle**  
Bachelor of Business administration  
2019-2024

## SKILLS

- Technical Skills:** Cloud Infrastructure (AWS), Process Automation (Scripting/Bots), Advanced Microsoft Excel.
- Business & Strategy:** E-commerce Scaling, Entrepreneurship, Strategic Process Optimization, Financial Administration.
- (Digital) Management:** Digital Marketing, Inventory Management, Digital Sales Conversion, Data-Driven Decision Making.

## LANGUAGE

- Dutch (native)
- English (professional)

## ABOUT ME

Ambitious Master of Business Administration student specializing in Digital Management with a proven track record of scaling an e-commerce business to over \$1,000,000 USD in revenue. Seeking a challenging 4 to 6-month international internship starting in September 2026 to apply my expertise in digital strategy, process optimization, and financial analysis. Combining academic frameworks with hands-on technical experience to drive efficiency and tangible business growth.

## EXPERIENCE

### Owner of my own business

**YourSneakerPlace** 2021-present

- Business Scaling:** Founded and scaled an international e-commerce business specializing in exclusive sneakers, generating over \$1,000,000 USD in total revenue and successfully moving 6,000+ units globally.
- Technical Operations & Procurement:** Deployed AWS cloud servers and leveraged automation software (sneaker bots) to manage the end-to-end procurement and sales process, consistently outperforming market competitors.
- Financial Management:** Responsible for full financial administration and bookkeeping using Advanced Excel. Analyzed profit margins, tracked international shipping costs, and ensured strict compliance by processing and filing periodic tax returns.

### Digital Marketing Intern

**Traffic Today - Digital Marketing Agency** 2022-2023

- SEO & Link-building:** Executed targeted link-building campaigns, significantly improving domain authority and organic visibility for multiple clients.
- Organic Growth:** Optimized web content and targeted competitive keywords, achieving Page 1 Google rankings and driving measurable traffic growth.
- Data Analysis:** Analyzed search trends and website performance to refine digital strategies and maximize client ROI.

### Call Center Agent

**Indigo Services, Apeldoorn** 2019 - 2020

- Sales & Conversion:** Executed outbound sales for energy contracts, consistently meeting conversion targets. Completed specialized commercial and sales training to enhance conversion.
- Data Administration:** Managed digital data processing and administrative records for a high volume of clients efficiently and accurately.

**Multiple jobs as seasonal worker** 2015-2018