



HANS VAN LEEUWEN

E-COMMERCE MANAGER

Dynamic Marketplace Manager with over 10 years of robust experience in enhancing e-commerce platforms and optimizing online marketplaces. Specialized in leveraging data analytics and customer-centric approaches for Amazon and Bol.com, leading to significant improvements in user experience and operational efficiency. Known for a results-driven mindset and expertise in marketplaces.

CONTACT



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CORE COMPETENCIES

- Amazon & Bol Marketplaces
- SEO and PPC Campaign Optimization
- Project and Crisis Management
- Team Training and Leadership
- Customer Engagement Strategies
- Data Analysis and Interpretation
- Multi-Channel E-Commerce Management
- Supply Chain and Inventory Optimization

WORK EXPERIENCE

E-Commerce Manager

ABS All Brake Systems | Dec 2025 - Current

Leading e-commerce growth across marketplaces and the **D2C** webshop.

- Automated the VIN-based part lookup - a first in the industry.
- Connected eBay, Amazon and Bol.com into one marketplace operation.
- Forecasting revenue and delivering actionable KPI insights.

Marketplace Manager

Alpine Hearing Protection | Feb 2022 - Dec 2025

Responsible for **Amazon** and **Bol** marketplaces.

- Automated marketplace content via Channable integration.
- Launched as a Bol.com seller, transitioning from vendor - Successfully
- Outsourcing and managing Customer Service and NPS

Team Coach

Webhelp - GGD GHOR | Feb 2020 - Feb 2022

Focused on combating the COVID-19 pandemic in the Netherlands.

- COVID-19 Management: Led tracking efforts to support national plans.
- Staff Training: Conducted training for improved pandemic response.
- United teams for common goal, demonstrating leadership.

E-Commerce Manager

IGM (Badkamerwinkel Benelux) | Aug 2019 - Feb 2020

Managed daily operations for E-category business at badkamerwinkel.nl and badkamerwinkel.be

- SEO Traffic - Enhanced organic traffic via SEO
- Improved content and UX in collaboration with a specialized team
- Product Optimization: Refined product listings and search pages

(Assistant) E-commerce Manager

Intergamma (Karwei - Gamma) | Feb 2016 - Aug 2019

Oversaw the online product catalog for KARWEI.nl and Gamma NL/BE

- Conducted e-commerce training and improved product catalog.
- Developed targeted marketing campaigns.
- Enhanced KARWEI.nl's SEO and web visibility.

EDUCATION

Bachelor of Applied Science (B.A.Sc.) Communication & Media Studies

HU University of Applied Sciences Utrecht | 2012 - 2016

Specialised in: User Experience

Internships at Edelman and Talpa

ICT Manager - MBO

ROC Hilversum | 2007 - 2011

Specialised in: VMware & CCNA

Internships at ASP4ALL and Nobel (Pink Elephant)