

HAYO BETHLEHEM

Curriculum Vitae

PERSONAL INFORMATION

Address	→ Elandstraat 269	Date of birth	→ May 18 th 1982
Postal code	→ 2513 HW	Phone	→ +31 (0) 6 11011 535
Residence	→ The Hague, The Netherlands	Nationality	→ Dutch
E-mail	→ mail@hayobethlehem.nl	Driving license	→ Yes, B
Web	→ https://hayobethlehem.nl	Languages	→ Dutch (native), English (fluent)

EMPLOYMENT HISTORY

Business Analyst, Online

ANWB, The Hague

4000+ employees, Royal Dutch Touring Club

September 2014 –present

In the Online Content Scrum team, I work on long-term strategy, research challenging technical and organisational questions and support the Scrum master by mapping and fine-tuning processes.

Project highlights:

- Developed a standardised content model for Hippo CMS;
- Product selection and requirement synthesis for a digital asset management solution;
- Managed the migration of Google Search Appliance to Segona Web;
- Analysis of the GDPR impact on online applications;
- Selection of an API platform;
- Supporting the video department with technical and strategic advice;

Lead Front-end developer

ANWB, The Hague

4000+ employees, Royal Dutch Touring Club

August 2010 – September 2014

I Modernized front-end development and improved time to market by 95%. I Led a small front-end team to create a modular front-end architecture on top of Hippo CMS, and a workflow system to match. The last six months I was interim Change Manager, improving issue turnaround time significantly and making processes more transparent.

Online communications advisor

Schuttelaar & Partners, The Hague

90+ employees, Communications advice agency

August 2009 – August 2010

I Built campaign websites for the Government and NGO's, advised on online communication strategies, was the resident social media expert and wrote project proposals.

IT Consultant

Itera BV, The Hague

70+ employees, IT staffing agency

February 2007 – July 2009

Interim professional and ICT consultant. Used my skills in a variety of roles in large organisations:

❖ **Public Relations Advisor - Overheid heeft Antwoord (June – July 2009)**

Charting the ways to communicate online for the Government Web Metadata project and how to manage communities and developing guidelines for selecting open source CMS tools.

❖ **Functional Administrator - SDU Uitgevers (April – June 2009)**

Issue manager for the websites CAOweb.nl and Wetten.nl.

❖ **UX Designer - ICTU/TenderNed (October 2008 – March 2009)**

User interface design and HTML/CSS writing with high standards for accessibility and usability. TenderNed was a web application commissioned by the Ministry of Economic Affairs.

❖ **Public Relations Advisor - National IT Institute for Healthcare (May – October 2008)**

For the government health project 'National Electronic Patient File' I Produced consent letters and forms that were distributed nationwide. I participated in the formulation of communication strategies for the national publicity campaign. Finally, I helped maintain the website.

❖ **UX Engineer - Reed-Elsevier (March – May 2008)**

Front-end expert for Scirus Topicpages. Techniques used were User Centred Design, Rapid prototyping, Agile and Scrum.

❖ **Senior UX Engineer - KPN (November 2007 – March 2008)**

CSS troubleshooting for KPN.com and cleaning up template code. Creating templates for retail and corporate websites. Had one developer reporting to me.

❖ **Project Leader - Itera BV. (September - October 2007)**

Developed and taught a course on internet search methods and technologies for Agentschap Telecom (MinEZ) and managed the development process for the new website for Itera.

❖ **Website Manager - GBO.Overheid (June – August 2007)**

Managing the web publication platform for this meta-data government project. I Wrote development plans for improving the site and researched metadata standards.

❖ **Website Manager – Dutch Police – Mobile Services Directorate (February – May 2007)**

Managing the website of the C2000 communications system. I created maintenance plans and guidelines for content creation. I communicated with the web developers, documented features, and presented workshops for editors and users.

Owner/UX Consultant

Plerion VOF, Hazerswoude Rijndijk

2 employees, web design studio

January 2004 – December 2007

Co-owner of this Internet consultancy and web design firm. Activities included client relations, project management, graphic design, consultancy and marketing.

~ For the sake of brevity, older experience is excluded. ~

EDUCATION

**Multimedia Design (MBO),
Graphic Design College Rotterdam**

August 2001– June 2005

Project management, marketing, copy writing, video directing, studio photography, advanced Photoshop, trend recognition.

**Interaction Design (HBO)
The Hague University of Applied Sciences**

September 2000 – February 2001

**HAVO (High School)
Scala College, Alphen a/d Rijn**

1995 – 2000

Courses and certificates

- ❖ **Professional Scrum Master**
Certificate - April 2019
- ❖ **Professional Scrum Product Owner**
Certificate - April 2019
- ❖ **Understanding the GDPR**
MOOC - April 2018
- ❖ **The Changing Global Order**
MOOC - June 2014
- ❖ **Steadycam Operator – 2Shot**
Workshop - November 2011

VOLUNTEER WORK

Support team member, Volt Europa (pan-European political party)

August 2018 – March 2019

Operated as a fixer on National and European level. Performed many different tasks, including creating strategic documents and guideline formulation, event support, website management, editing website templates and video production.

Photographer/video-journalist, Omroep Rijnwoude

September 1999 – January 2013

Camera operator and editor (2007–2013), Photojournalist (1999–2007), Radio Producer (2001– 2003), Website manager (2000–2013). I worked with a professional camcorder and a DSLR. I shot, edited and produced news items. Became proficient in dealing with PR departments and high officials.

Active member, VVD (Liberal political party)

December 2005 – May 2009

Video editor and shooter at VVD NEXT; Board member Public Relations in region North South-Holland; Board member public relations, Webmaster, Member election committee at VVD Rijnwoude. I assisted with various personal and party campaigns.

SKILLS

HTML	★★★★★	Photoshop	★★★★★	IT processes	★★★★★
CSS	★★★★★	Photo editing	★★★★★	Critical Thinking	★★★★★
SEO	★★★★★	Video production	★★★★★	Structuring	★★★★★
Wordpress	★★★★★	Camera operation	★★★★★	Content management	★★★★★
Usability	★★★★★	Steadicam	★★★★★	Synthetic thinking	★★★★★
Metadata	★★★★★	Scrum	★★★★★	Analysis, research	★★★★★
Form design	★★★★★	Agile	★★★★★		
User Experience	★★★★★	Change management	★★★★★		
Photography	★★★★★	Risk analysis	★★★★★		
Social media	★★★★★	Communication advise	★★★★★		
Responsive design	★★★★★	Project management	★★★★★		

AWARDS

Bronze Medal Web design

2003, World Skills Championship, St. Gallen, Switzerland

International vocational skill competition, building a website under extreme pressure without any online or paper reference materials.

Award best local TV-Channel

2005, OLON RTV Awards, Bussum

I designed and created the format for the winning local TV-Channel.

HOBBIES

I'm an avid reader. Interests include (military) history, philosophy, strategy, global affairs and science fiction. More active hobbies include video production and photography.