

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 content scrum team, I work with the Product owner on a long-term strategy, and I research challenging technical questions. I support the Scrum master by mapping and fine-tuning processes.

Projects I'm currently working on:

- Creating a long-term content delivery strategy;
- Product selection and requirement synthesis for a digital asset management solution;
- Developing a standardised content model for Hippo CMS;
- Project management for the migration of the Google Search Appliance to Segona.

Projects I worked on:

- Specifying technical and business goals for a new site search solution;
- Specifying technical and business goals for moving CMS to the cloud;
- Analysis of GDPR impact on online applications;
- Selection of an API platform;
- Implementing a Continuous Integration implementation framework;

Lead Front-end developer

ANWB, The Hague

4000+ employees, Royal Dutch Touring Club

August 2010 – September 2014

Modernized front-end development and improved time to market by 95%. Led a small front-end team to create a modular front-end architecture on top of Hippo CMS. Introduced an online style-guide. Redesigned the front-end development workflow and deployment process in a DTAP environment, resulting in huge gains in transparency, accountability and speed. Spent the last few months as interim Change Manager, improving issue turnaround time and making processes more transparent.

Online communications advisor

Schuttelaar & Partners, The Hague

90+ employees, Communications advice agency

August 2009 – August 2010

Built campaign websites, advised on online communication possibilities, was designated 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. Developing guidelines for selecting open source CMS tools.

Functional Administrator - SDU Uitgevers (April – June 2009)

Issue management 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)

Assigned to the government health project 'National Electronic Patient File'. Production of letters and forms that were distributed nationwide and participation in the formulation of communication strategies for the national publicity campaign.

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

Technical and 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)

Developing and teaching a course on internet search methods and technologies for Agentschap Telecom (MinEZ) and managing the development process for the new website for Itera.

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

Responsible for maintenance of the web publication platform for this meta-data government project. 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

- **International Relations: The Changing Global Order - Coursera/Leiden University**
June 2014
- **Workshop Steadicam operator – 2Shot**
November 2011
- **Workshop Reportage journalism - NOS**
October 2011

VOLUNTEER WORK

Communications problem solver, Volt Europe

August 2018 – present

Helping the European communications team kickstart policy projects, helping out at Webmaster of the Dutch website and running the Dutch Instagram channel.

Photographer/video-journalist, Omroep Rijnwoude

September 1999 – January 2013

One man band video producer (2007–2013), Photojournalist (1999–2007), Radio Producer (2001– 2003), Website manager (2000–2013). I worked with a professional HD camcorder and a HD DSLR. I shot, edited and produced news items. Became proficient in dealing with PR departments and 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	★★★★★	Social media	★★★★★	Risk analysis	★★★★★
CSS	★★★★★	Responsive design	★★★★★	Communication advise	★★★★★
SEO	★★★★★	Photoshop	★★★★★	Project management	★★★★★
Web standards	★★★★★	Photo editing	★★★★★	IT processes	★★★★★
Wordpress	★★★★★	Video production	★★★★★	Critical Thinking	★★★★★
Usability	★★★★★	HD video cameras	★★★★★	Structuring	★★★★★
Metadata	★★★★★	Steadicam	★★★★★	Content management	★★★★★
Form design	★★★★★	Scrum	★★★★★	Synthetic thinking	★★★★★
User Experience	★★★★★	Agile	★★★★★	Analysis, research	★★★★★
Photography	★★★★★	Change 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. Sometimes I help people fix their websites.