

# CURRICULUM VITAE



**Elisabeth Margaretha Maria Dols-De Rooij**

Mobile phone: 00 31 (0)6 1278 1246

Skype address: emm.dols

E-mail address: [connect@communication-realization.com](mailto:connect@communication-realization.com)

LinkedIn public profile: <http://nl.linkedin.com/pub/elisabeth-dols/13/a68/433>

**CAREER OBJECTIVE** When I help others achieve their full potential, I reach my own.

**PERSONAL MOTTO** “I firmly believe that through effective communication we can realize our personal objectives, academic purposes as well as organizational goals.”

## COACHING | CONSULTANCY | TRAINING & TEACHING EXPERIENCE

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|---------------------|---|
| Aug 2013 – present  | AFNORTH International School, Brunssum, the Netherlands<br><b>ESL Specialist</b> – Supporting multicultural students to achieve proficiency in English as a Second Language.  |
| Jan 2009 – present  | Zuyd University, Heerlen/Maastricht/Sittard, the Netherlands<br><b>Cambridge Business English Certificate Trainer</b> – for faculties Including Commercial Management, Facility Management and People & Business Management.  |
| Jan 2009 – Jun 2013 | Maastricht School of Management, Executive Programs, the Netherlands<br><b>Consultant</b> – Developed and delivered Training Courses targeted at Executives including topics on Communication & Presentation Skills, Customer Relationship Management, Proposal and Report writing. |
| Jan 2009 – Jan 2012 | Training/Advice Centre Nihil Admiraria, Bemelen, the Netherlands<br><b>Career Development Trainer for international MBA students.</b>   |
| Feb 2008 – Jul 2009 | SintLucas Creative College Boxtel, the Netherlands<br><b>Guest lecturer Communication English</b> – delivered tailor made English courses for the purpose of marketing & sales in the conceptual commercial sector of the Arts & Graphics.  |
| Feb 2003 – Jul 2007 | Leeuwenborgh Opleidingen Maastricht, the Netherlands   <b>ESL Teacher</b><br>English Curriculum test developer for Intermediate Professional Vocational Education.  |

## INTERNATIONAL MARKETING & MANAGEMENT EXPERIENCE

- 2008 – present E.M.M. Dols Communication-Realization | **Communication Engineer**  
Beek, the Netherlands  
Specialized in coaching, consulting, training and teaching English as a Global Communication Tool.
- Jan 2006 – Jun 2006 Nihil Admirari International, Dubai, UAE | **Marketing Manager**  
Responsible for the development of a global communication message and project based marketing plan 'to Genesis', targeting a multi-national senior management audience.
- Jun 2002 – Feb 2003 Training/Advice Centre Nihil Admiraria, Bemelen, the Netherlands  
**Copywriter – Content Editor**
- Dec 1997 – Apr 2002 Regus Nederland BV, the Netherlands | **Business Unit Manager**  
Responsible for Regus Europahave business centre in Maastricht:  
➤ Centre budget targets, gross operating results;  
➤ Monitoring Key Performance Indicators;  
➤ Account management (internal as well as external);  
➤ Planning and implementation of sales and marketing strategy at regional level;  
➤ Team management and recruitment.
- Dec 1996 – Dec 1997 NATEX, NATO Airbase Teveren, Germany | **Retail Buyer**  
Responsible for the gift department of this duty-free retail store serving an international military audience/community stationed in Europe.
- Sep – Dec 1996 R & M Research & Marketing, Heerlen, the Netherlands  
**Translator Dutch-English**
- Sep 1995 – Dec 1995 Canadian Imperial Bank of Commerce, Toronto, Ontario, Canada  
**Marketing Researcher**  
Analyzed the youth market in Ontario, in particular students, for the purpose of seeking out potential credit card users and the determining factors in their choice of credit card. This research was undertaken on behalf of the Canadian Imperial Bank of Commerce.
- Dec 1990 – Dec 1991 Siemens Electric Limited, Mississauga, Ontario, Canada  
**Marketing & Communications Assistant**
- Feb 1988 – Dec 1990 Faxon Canada, Mississauga, Ontario, Canada | **Marketing & Sales Coordinator Canada**  
Responsibilities included:  
• Coordinating and fulfilling the Canadian sales effort; through report writing, business correspondence and accurate alignment of sales targets, offers and quotations;  
• Acting as a liaison between several stakeholders such as sales representatives external and customers and customer services representatives internal;  
• Organizing, implementing and evaluating exhibitions, conferences and sales meetings, within a predetermined budget.

## ACHIEVEMENTS | ADDITIONAL EXPERIENCE

2016	<b>El Camino Graduate</b> – walking 803 km to Santiago de Compostela
2013	‘Conceptual Commercialism – Commercial Conceptualism’ thesis by Esra Lemmens   <b>Publication Editor</b>
2013	TEDxRoermond   Timechangers <b>TEDTalks Coach</b>
2000	<b>President</b> of Regus European Forum, an employee relations organ consisting of 2000 members throughout Europe
1999	Regus plc <b>Award ‘Benelux Sales Centre of the Year 1999’</b> during my leadership position as a Business Unit Manager of Regus Europehave in Maastricht

## INTERNATIONAL EDUCATION

2016 – present	<b>B.K.S. Iyengar Yoga Academy</b> , Maastricht, The Netherlands 3-year program to be certified as an Iyengar Yoga Teacher
2014 -2015	Yoga Moves, Utrecht, the Netherlands <b>Vinyasa Yoga Teacher Training:</b> course studies included ancient India philosophy such as the Yoga Sutras, Sanskrit, anatomy & ayurveda. <b>Diploma:</b> registered at International Yoga Alliance under E – RYT275
2005	Fontys alumnae, Sittard, the Netherlands <b>BA English</b> completed in August 2005.
2003/2004	Fontys alumnae, Sittard, the Netherlands <b>Pedagogical-Didactic Skills Certificate</b> completion in June 2004.
1997/2001	Regus plc Head office London, United Kingdom <b>Management Business Administration Training</b> School of Excellence completion in December 2001.
1991 - 1995	Ryerson Polytechnic University alumnae, Toronto, Ontario, Canada <b>BA Marketing</b> completed in December 1995.
1989	Dale Carnegie & Associates Inc., Toronto, Ontario, Canada <b>Dale Carnegie Course in Effective Speaking and Human Relations</b> Completed with 100% certificate in 1989.
1988	Alliance Française, Toronto, Ontario, Canada <b>French Advanced</b> completed with certificate in 1988.
1980 – 1983	St. Servaas College (M.E.A.O.), Maastricht, the Netherlands <b>Intermediate Vocational Education Hospitality/Tourism</b> Diploma 1983.
1978 - 1980	St. Michiel (H.A.V.O.), Geleen, the Netherlands <b>Upper General Secondary Education: Arts &amp; Languages program</b> Diploma 1980.

## ADDITIONAL INFORMATION

Languages:	English, Dutch, German professional proficiency, French
ICT	Proficient in Microsoft Office Word, Excel, PowerPoint, Publisher, Adobe Photoshop, Windows Movie Maker and SmartBoard
Passionate about:	Communication, cultures and yoga
Transportation	Driver’s License B and E