

WWW.STEFANO.COACH



# STEFANO OOSTHOF BUSINESS AND BRANDING

TURN YOUR BRAND STORY INTO REVENUE GROWTH GLORY!



## I AM STEFANO

I am a Dutch Business and Branding professional and I support entrepreneurs, startups and multinationals with their **Brand Awareness Growth**. I focus on marketing and strategy, public relations and business coaching. My experience covers 15+ years, during which I have also successfully managed my own Marketing and PR agency in The Netherlands: **De Revolutie** (The Revolution). An agency that was known for its think different approach, representing a broad variety of renowned clients in the NL Music and Entertainment industry.

# BRANDING BUSINESS' AND CROSSING BORDERS...

From 2014 I have been sharing my NL branding and localization services as a **digital nomad** (remotely) in which I have worked with inspiring international clients like Fiat Torino, Teufel Audio Berlin, Tommy Hilfiger, Spil Games, Unilever Emakina, DAD Design, ImpactCity The Hague, Paradiso Amsterdam and Alda Events among others.

I also collaborate with leading international PR agencies in serving their clients with NL media coverage. My extensive NL media relations database focuses on Travel, Lifestyle, Entertainment, Food, Business and Tech.

After a period of exploring life in Italy, I am currently situated in **Berlin**. As a member of **The Factory** - a leading business community for entrepreneurs and startups - I organize Business and Branding Masterclasses and one-on-one business coaching sessions.

*"I'M A SHOOTING STAR LEAPING THROUGH THE SKY  
LIKE A TIGER DEFYING THE LAWS OF GRAVITY" - F. MERCURY*

# MARKETING AND STRATEGY

As a clever marketer, with both online and offline experience, developing and supporting brand positioning and engagement strategies has become part of my DNA. My 15+ years of marketing and PR experience has transformed me into an all-round professional. I focus on strategy development and execution, partnership management and content optimization.

I have represented **Teufel Audio** Berlin as their international marketer, **Spil Games** Amsterdam as partnership manager, **FIAT** and **Tommy Hilfiger** with their NL content optimization and **Unilever Emakina** with brand activations, to name just a few.

I also manage my own vacation rental marketing agency - **BnB Promotions** - in which I assist accommodations situated in Italy, France and Spain with optimizing their online presentation and social media content strategy.

*"THERE'S A STARMAN WAITING IN THE SKY / HE'D LIKE TO COME AND MEET US / BUT HE THINKS HE'D BLOW OUR MINDS" - D. BOWIE*

# MARKETING MOODBOARD

# Pioneers of the Audio Market



# PUBLIC RELATIONS

Public Relations | NL media coverage can be marked as my **key expertise**. As manager of my own PR agency – **De Revolutie** – I generated over **1.200 items and articles** in leading online and offline media, with a total **exposure value of over 500K**. I consider myself a 'storyteller extraordinaire' with an extensive database of BeNeLux media relations in the Entertainment, Travel, Lifestyle, Food and Tech industry. My goal-getter mentality serves as a drive for finding the right people on the right positions and enthusing them with a story that makes a difference.

With NL branding and positioning as my expertise, I offer my PR services to international clients that want to engage the Dutch audience. I also collaborate with leading PR agencies in serving their clients with BeNeLux media coverage. Situated in Berlin, I am currently supporting **Clarity PR**, among others. A Global Technology PR agency, with head offices in New York and San Francisco.

**TravelNext** Het Nederlandse e-travel marketingplatform gericht op nieuwe ontwikkelingen in reizen en de reisbranche.

TourPadar investeert in techn...  
**PR MOODBOARD**  
TRAVELPRO

VOLG ONS:  
f i n t e

KNOWLEDGE PARTNERS:  
**RED**



**de Volkskrant**

# Planthive is een minikas voor mensen zonder tuin of voor mensen met een tuin maar zonder groene vingers

## Gadgets

Kruiden kweken zonder moeite, kan dat? Minikas Planthive belooft het – moet u zich wel inschrijven.

Bard van de Weijer | 11 juni 2018 15:00

**2X Nibbana Senses Weekend in Zeeland**

t.w.v. €395 p.p.

Op een geweldige plek helemaal 't rust komen? Lichaam en geest ontspannen er even weg van de alledaagse hectiek? Puzel deze maand mee en wie weet win je wel een Nibbana Senses Weekend voor één persoon, 9 t/m 11 november 2018, op de prachtige locatie Frankrijk Noerd in het Zeeuws Vondelpati. Stel je af al uw zintuigen op scherp en tijdens dit weekend, staat het zinnig horen dan ook centraal.

Weekend	1ste	2de	3de	4de	5de	6de
01/11 - 03/11	€ 395,-	€ 395,-	€ 395,-	€ 395,-	€ 395,-	€ 395,-

U gaat genieten van fantastisch eten, de natuur, de zee, het strand, een stilstewandeling door de duinen, Do-in-Yoga, meditatie op muziek en een bewustzijnsworkshop. En dan heeft u ook nog tijd voor uzelf! Het weekend is inclusief het gehele programma, 2 overnachtingen (indeling o.b.v. 2-persoonskamers) en ontbijt, lunch, diner, thee/koffie, sapjes en wat lekkers. Start vrijdag 16.30 uur, einde zondag 14 uur. Buitenkans! Meer info: Nibbana-retreats.nl/retreats/weekend-retreat-nederland/

Niet gewonnen, wel zin!  
Boek nu en de zede

**Dutch Creatives** Alle channels

# Planthive is een slimme moestuin voor de toekomst

Thuis tuinieren zonder tuin of balkon

Technology | 03.04.2018

Planthive



Jazz op poppodia is geen nieuw fenomeen, maar er is nog een heel publiek te winnen. Daarom komt de stichting Jazz Popodia in samenwerking met Musik-Centrum Nederland, Buma Cultuur, Vereniging Nederlandse Poppodias en Festivals en Bureau Promotie Buitenhieraten met het gezamenlijke initiatief Jazz On Stage.

# JAZZ ON STAGE



*"Ik wil niet dat jazz zo leuk was"*

**TRAVELPRO** THE DUTCH TRAVEL TRADE MAGAZINE FOR OVER 25 YEARS

# WERELDWIJDE EXPANSIE TOURRADAR DOOR FINANCIERING \$ 50 MILJOEN

AMEN LUTSENDOORT - 28 JUNI 2018



**TNW** LATEST HARD FORK THE NEXT POLICE HOT LAB FULL STACK INVESTING 2.0

# There's no way this AI powered 'smart garden' will be used to grow weed

by CALLUM BOOTH — 3 months ago in GADGETS

420 BLAZE IT



146 likes

**ITALIE**



ITALIE RESTAURANT WIN PICT 2017

# BUSINESS COACHING

As all-round entrepreneur and marketing professional I also find it important to help and inspire others. A mindset that I have translated into **business coaching** for startups, entrepreneurs and even multinationals who need a professional view and an open mind in growing and branding their business. I offer one-on-one **consultancy sessions**, both offline and online (Skype) and organize Brand Awareness Growth **masterclasses** in leading Berlin based startup communities.

The general topic of the business coaching I provide is aimed at stimulating **Brand Awareness Growth**: from start to finish, emphasizing on story, marketing knowledge, strategy and presentation.





"You always feel that you deal with a professional, who knows business rules and who tries to manage expectations."

**YULIYA NABIEVA | SPIL GAMES**

"Stefano has an unique set of skills for businesses that are in need of web marketing and PR"

**JOOST MOERENBURG | UNILEVER EMAKINA**

"Stefano always has the big picture in mind and thinks about ways to optimize processes"

**NATALIE VON HOFFMEISTER | TEUFEL AUDIO**

# THANK YOU FOR YOUR TIME!

If you are interested in working together or would like to receive more information about my professional background, please write or call me!

**STEFANO OOSTHOF**  
**BUSINESS AND BRANDING**  
**BENELUX PR**

**HELP@STEFANO.COACH**  
**0031 6 53733871**  
**WWW.STEFANO.COACH**

**STRELITZER STRASSE 59**  
**10115 BERLIN**  
**GERMANY**