

# Creative Group

## Global Head of Online Marketing

The successful fintech scale-up Creative Group makes it possible to buy, send or exchange funds online quickly, safely and easily all over the world. In 2020, the company wants to further expand its markets, channels and product range. To achieve this goal, an experienced Global Head of Online Marketing is indispensable.

### For whom?

- Minimum of 6 years work experience in online marketing
- Experience in fast-growing environments
- Management experience

# About Creative Group

Have you ever bought digital credit for Netflix or Spotify, or topped up your online credit abroad? Chances are that the payment went through Creative Group. The company consists of two branches: through Rapido, customers buy prepaid credit cards and online credits for international A-brands, such as iTunes, PlayStation and Amazon, while Recharge enables the topping up of call and data bundles while abroad.

What started in 2003 as an idea to digitize assets has grown into an international scale-up with an annual turnover of 200 million. New products, channel strategies and markets have enabled Creative Group to grow rapidly over the past five years. Headquartered in Amsterdam, the company now operates with 120 FTEs in more than 130 countries worldwide and has millions of users.

The capital injection of 22 million Euros by tech investor Prime Ventures will strengthen the online team in 2020. This will pave the way for even faster global growth. Creative Group has serious growth ambitions. Despite the pandemic, the company is growing rapidly, and they want to compete at the international top level. The current turnover should grow by 100 percent this year and reach 1 billion Euros within three years.

In order to become the go-to global destination brand, the company is currently in the middle of an extensive rebranding process. On the 1st of June, the company will merge the Recharge and Rapido brands and continue Creative Group under the name RECHARGE.COM.

In short: with the rapid expansion, internationalization and rebranding in sight, exciting times are coming. With all the necessary resources in place, all they need now is a Global Head of Online Marketing that knows exactly how to use them in a smart and effective way.





#VACANCY

## Global Head of Online Marketing

The Global Head of Online Marketing combines a strong analytical mind with expertise in online marketing. She/he is responsible for the overall performance of all international e-commerce platforms and is part of the Marketing MT. Extensive experience in setting up scalable and automated online marketing structures in international environments is therefore key. This specialist is fully dialed in, not only on an operational level, but also on a strategic level.

The ideal candidate has an international mindset, easily recognizes opportunities and responds quickly. She/he manages the company's rapid growth and has a leading role within the online marketing team. Well-developed social skills are therefore a must. The current team consists of nine people: seven in-house and two externally. It is up to the Global Head of Online Marketing to further develop this international online performance team.

Adding to the range of products and services, appealing to more consumers and thus tapping into more channels. The Global Head of Online Marketing is the driving force behind Creative Group's acquisition and retention performance. She/he defines the online marketing strategy for the different countries and ensures a smart and scalable deployment of the channels. Together with the Global CLM Director she/he develops the optimal retention strategy. Furthermore, the online marketing team focuses on the B2C market of the products, for both paid and non-paid performance.

**“The smart and scalable set-up of our international online marketing campaigns is the key focus for this year. We have our own data warehouse and our CDP is in place. From a technological point of view, interesting things are happening here and almost all of them are happening in-house. With 120 FTEs we are agile and sharp, yet we have the funding to compete with the major players.”**

*– Fabian Spaargaren, CMO ai.*

The complexity of this role lies not only in the rapid growth of the company. The main challenge for the Global Head of Online Marketing lies in the fact that this rapid growth is taking place in several countries simultaneously. In addition to all global brands, this person is also responsible for the online marketing strategy of six local brands. The desired candidate therefore has a helicopter view and knows exactly how to prioritize.

All in all, the Global Head of Online Marketing is a key driving force behind Creative Group’s overall business performance. She/he will be based in Amsterdam.





# Interested?

Creative Group works with Top of Minds to fill this vacancy.  
Contact Marlies Hoogvliet for more information.

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