Haiyl Flihan

The Hague, Netherlands | LinkedIn

ABOUT ME

MSc Digital Marketing student with a strong interest in brand building, consumer behavior and data driven marketing. Particularly interested in the intersection between creativity and analytics: developing strong positioning, messaging and consumer experiences, then using performance data to understand what works and why. Hands on experience with website management, marketing strategy and digital projects, with a growing focus on AI and its applications in marketing.

EDUCATION

University of Amsterdam, MSc Business Administration, Digital Marketing — Sep 2026 to Present
Amsterdam, Netherlands

University of Amsterdam, BSc Beta Gamma, specialization Business Administration — Sep 2022 to Aug 2026
Amsterdam, Netherlands

- Bachelor's thesis 8.5/10: How do creative entrepreneurs adapt their workflow and business practices in response to generative AI?
- Interdisciplinary final project: Worked across Business Administration, AI, Physics and Biology to assess emergency response drones in Amsterdam through VR testing and cross disciplinary analysis.

PROFESSIONAL EXPERIENCE

Podium NOORD — The Hague, Netherlands
Marketing & Partnerships Lead — Feb 2026 to Sep 2026
Partnerships & Fundraising Coordinator — Sep 2025 to Feb 2026

- Managed and developed website content and supported the organization's broader online marketing activities.
- Contributed to campaign planning and marketing decisions by advising on messaging, audience reach, digital channels and opportunities to improve performance.
- Used website and audience insights to identify opportunities for improving online communication and the customer journey.
- Developed partnership proposals and communication materials and built relationships with schools, businesses and local organizations.

Small Scale Brand and Marketing Consulting Projects — Present

- Support local businesses with practical brand and marketing recommendations across websites, positioning, pricing presentation, visual identity, in store experience and promotional materials.
- Develop website concepts and campaign ideas around target audiences, messaging, creative direction and digital channels.
- Use these projects to strengthen practical skills in brand strategy, consumer insights, campaign planning, analytics and AI assisted marketing workflows.

HBH Klussen — The Hague, Netherlands
Operations Assistant — Oct 2022 to Present

- Manage multilingual client communication and coordinate scheduling and responsibilities across renovation projects.
- Maintain project records and monitor milestones to support clear communication and efficient project delivery.

Johan de Witt Scholengroep — The Hague, Netherlands
Tutor — Mar 2023 to Jul 2025

- Delivered mathematics tutoring to students from diverse backgrounds, adapting explanations across Dutch, English and Arabic when language barriers affected understanding.

Huis van Gedichten — The Hague, Netherlands
Creative Writing Facilitator — Present

- Facilitate free writing and poetry workshops for children, adapting creative exercises and communication to different ages and backgrounds.

LEADERSHIP & ACTIVITIES

Students Association Spectrum — Amsterdam, Netherlands
Partnerships & Fundraising Coordinator — Oct 2025 to Dec 2025

- Researched potential partners and developed targeted sponsorship communication for annual study trips.
- Adapted presentations and outreach using partner feedback and results to improve acquisition efforts.

SKILLS & LANGUAGES

Skills: Brand positioning, campaign planning, consumer insights, analytical thinking, presentation, cross cultural communication, academic quantitative and qualitative research, Python, Google Analytics

Languages: Arabic (native), English (C1), Dutch (C1), Spanish (elementary)