

Yentl Van der dood

Data & AI Specialist · AI Enablement & Transformation

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PROFILE

Data & AI specialist with almost 7 years at Bakermen (The Bakery: performance marketing · baas.agency: employer branding and e-recruitment), advising clients on data, measurement and performance. I now translate that expertise into AI: GenAI workflows, agents and internal tools that make my team faster, more consistent and measurably better. I bridge business and technology: start from a concrete problem, prove value with a quick proof of concept, then scale, with governance, data quality and privacy (GDPR, consent) in view. Next step: mapping and prioritising AI opportunities with stakeholders, guiding adoption and making AI a standard way of working.

AI APPLICATIONS & PROJECTS

- **AI marketing skills for the team:** Built ~30 reusable AI skills for marketing work (account audits, search term analysis, GTM tracking checks, budget forecasts, dashboard formulas, client reporting) that cut tasks from half or full days to 2–4 hours for 5 colleagues. Each skill encodes a proven checklist and output format, validates the data first and leaves approval to the specialist: consistent quality, less rework, and knowledge that stays in the team.
- **Bulk launch tool for Meta campaigns:** Internal web tool that uploads creatives, copy and settings via the Meta API, cutting launches from hours to 15 minutes (React, Vercel, Supabase; built with Claude Code).
- **Ad format reference app:** Specs of 6+ ad platforms in one live app with preview and mock-up export, used by all colleagues.
- **AI agents on live marketing data:** Analysed and optimised Google Ads, Meta, GA4 and GTM accounts via MCP, with human approval before every change.
- **Guidelines for AI output:** Defined team-wide style and quality rules (tone, writing style, prompting) so AI-generated text stays consistent and verifiable.
- **Speaker:** AI5050, Hi!Site Brussels (May 2024): AI in HR and candidate screening · AI's Got Talent (Sep 2023): AI tools in communication and marketing.

WORK EXPERIENCE

Data & Paid Specialist | The Bakery & baas.agency (Bakermen nv), Antwerp — Mar 2020 – present

- Advised ~60 companies in recruitment, B2B and financial services on data, measurement plans, tracking and campaign strategy.
- Kick-started AI adoption in a 30-person team: the performance team now uses AI workflows weekly.
- Made website measurement GDPR-compliant without data loss (GA4, GTM, consent mode, CMP).
- Managed ~€500,000 per year in paid media across Google, Meta, LinkedIn and TikTok.
- Replaced monthly manual reporting with Looker Studio dashboards for management and clients.

Digital Expert | Madzuli Agency — Apr 2019 – Mar 2020
Marketing Trainee | VAVATO · Trainee | Event Masters — Sep 2018 – Jan 2019
Student Job Marketing | Solucious (Colruyt Group) — Jan 2018 – May 2018

SKILLS

AI & GenAI	Use case prioritisation, proofs of concept, prompt engineering, AI agents and MCP, LLM evaluation, AI governance
Transformation	Stakeholder management, adoption and change, training, roadmapping
Data & analytics	GA4, GTM, Looker Studio, attribution, consent mode, GDPR
Building	Claude Code, Python, React, Next.js, Supabase, Vercel, API integrations
Marketing	Google Ads, Meta, LinkedIn, TikTok, SEO and GEO/AEO

EDUCATION & CERTIFICATIONS

Bachelor in Project Management, Karel de Grote University College, Antwerp
Google certifications: Ads, YouTube, Analytics, Shopping

LANGUAGES

Dutch (native) · English (fluent) · French (basic)