

Daniel Zonneveld

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Marketing professional with commercial experience across GTM, P&L ownership, and customer-facing roles. Entrepreneurial by nature, with hands-on experience building from scratch and leading teams. Motivated by understanding what customers value and turning those insights into strategy, messaging, and measurable growth. MSc Strategic Marketing with Distinction from Imperial College London. US and Dutch citizenship; fluent in English and Spanish, advanced in French.

PROFESSIONAL EXPERIENCE

Merge API (AI infrastructure provider, Series B)

San Francisco, USA | Oct 2025 – Present

Sales Development Representative

- Generated \$600,000+ in qualified pipeline by converting market analysis into high-priority account outreach
- Analyzed target markets with Salesforce and Apollo to identify high-fit companies, buyer personas, and key stakeholders to drive outreach to 200+ prospects per week
- Engaged CTOs, CPOs, VPs and Directors by tailoring Merge's product suite messaging to specific pain points and use cases
- Identified complex messaging and helped simplify value propositions, improving clarity and engagement across campaigns
- Collaborated with Account Executives to align messaging and maximize conversion rates

Enterprise Mobility (global rental and transportation provider)

St. Louis, USA | Mar 2023 – Aug 2024

Assistant Branch Manager; promoted from Management Trainee

- Co-owned branch P&L and identified upsell opportunities, driving a 115% increase in auxiliary revenue
- Coached teams of up to 6 people on customer service best practices, leading to 90%+ customer satisfaction scores
- Managed a fleet of 200+ vehicles, ensuring quality control where preventative maintenance minimized downtime and cost
- Fostered cross-functional relationships with commercial clients, insurance representatives, and vehicle repair centres
- Consistently ranked in the top 10% of peers by exceeding expectations, accelerating growth into management

Uraki Constructora-Inmobiliaria (leading real estate developer)

Bogota, Colombia | Jun 2017 – Jul 2017

Marketing Assistant

- Conducted market research across two markets to identify growth opportunities and inform campaign strategy
- Developed recommendations for social media and online strategy, contributing to the CMO's 2017–2018 marketing objectives

ACHIEVEMENTS

President and Founder of Mi Casa, Tu Casa - Maastricht

Maastricht, The Netherlands | Mar 2021 - Oct 2022

- Identified a gap in the market to create a student association growing to 50+ members within year one through targeted positioning and community-led growth, leading to a successful handoff and thriving community
- Owned all marketing and project management, aligning pricing, planning, promoting, and team coordination
- Organised the flagship event VIBRA, a social event selling 300+ tickets at a popular venue, leading to €3,000+ (\$3,400) profit

EDUCATION

Imperial College Business School

London, UK | Sep 2024 – Sep 2025

MSc Strategic Marketing - Grade: Distinction (GPA equivalent: 3.75)

Coursework: Customer Engagement and Analytics, Strategic Brand Management, Finance and Pricing Strategy

Thesis: Future-proof brands: an analysis of strategic foresight in the automotive industry

Maastricht University

Maastricht, The Netherlands | Sep 2019 – Jan 2022

BSc International Business - Major: Marketing - 7.5/10 (GPA equivalent: 3.5)

Coursework: Brand Management, Services Marketing, Marketing Management

University of Missouri

Columbia, USA | Sep 2022 – Dec 2022

Exchange Semester - GPA: 3.74

Coursework: Procurement Processes and Analytics, Consumer Behaviour

ADDITIONAL SKILLS

Technical Skills: Advanced proficiency in Excel, PowerPoint, Word, Google Workspace, RStudio, Salesforce, Apollo

Transferable Skills: Market analysis, demand generation, campaign planning, go-to-market execution, market segmentation, cross-functional collaboration, intercultural skills, results-driven leadership, goal oriented

Languages: English (native), Spanish (fluent), French (advanced/intermediate), Dutch (basic)

EXTRA-CURRICULAR & INTERESTS

- Competitive swimming - various university teams, specialised in 100m freestyle and 100m breaststroke
- Charity work - volunteered with Cancer Research UK (2 years) and supported food bank initiatives in Geneva, driven by personal connection to these causes
- Piano - reached ABRSM Level 4, playing recreationally