

# Peter Rosendaal

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1076 XR - Amsterdam - The Netherlands



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## ABOUT ME

Motivated and result-driven Senior Brand, PR, Marketing, Communication Manager and Spokesman with a demonstrated history in the (inter)national cultural, music, art & entertainment sector. Advises on brand strategy and provides on/offline marketing advice. An excellent and creative writer of press releases, newsletters, socials and more. Conceives, plans MarCom-strategies and ensures implementation. Thorough knowledge of the cultural/entertainment sector with great network in new & old (key) media

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## KEY COMPETENCIES - SKILLS

Storyteller/doer	Brand builder	Creative visionary
Innovator & early adopter	PR & Artist Manager	Stakeholder management
Firestarter	Communication is King	iPhone filled with media contacts
Press Releases	Great networker	Energetic, passionate, curious

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## PROFESSIONAL EXPERIENCE

### Rosendaal Unlimited (ZZP)

2019 - Present

#### Branding, Marketing & Communications - freelance

Developing and implementing branding, marketing & communications plans for clients such as Sony Music, National Slavery Museum, National Archaeology Days, Amsterdam Museum, Resistance Museum Amsterdam, Poetry International Festival Rotterdam, Hermitage Amsterdam, Xander Publishers, Indie labels, Martin Kohlstedt, DJ Eddy de Clercq, Museum of the Canals Amsterdam, Rush Hour, Arp Frique, Waterkant Amsterdam, Conservatorium van Amsterdam, a/o.

### CPNB Foundation

2007 - 2019

#### Senior Marketing & Communications Manager - Corporate Press Spokesperson

- Development and implementation of new brand, marketing and communication strategy
- End responsible marketing & communications manager for campaigns such as Boekenweek, Boekenbal, Kinderboekenweek, Kookboekenweek, Kinderboekenweek, Nationaal Voorleesontbijt, NS Publieksprijs, Poëziweek, a/o
- Concept and implementation Boek van de Maand & NS Publieksprijs at TV Show De Wereld Draait Door
- Development and implementation joint promotions with key media such as NPO, Het Parool, de Volkskrant, NU.nl, De Groene Amsterdammer, Vrij Nederland, Linda.
- Initiator and implementation Golden, Platinum & Diamant Book
- Leading team 4 fte and mentoring trainees

### PR Soundsystem

2004 - 2007

#### Marketing, PR & Communications Manager - freelance

- PR, marketing & communications
- Spokesperson, PR, brand activities, free publicity
- Rooted in various subcultures
- Artist relations for music labels, record companies, festivals, literature & fashion
- Clients: Universal Music, Lowlands Distribution, Eastpak Benelux, Holland Festival, Carhartt, Pure Jazzfest, Supernatural, Dour Festival, Glamcult, CODE Magazine, Tommy Hilfiger and Indie record labels

## Lowlands Distribution

### General Manager

2002 - 2004

- Set up, launched and lead the Dutch subsidiary of avant-garde Flemish music distributor/record label
- P&L responsible, Marketing & PR responsible
- Leading team 5 fte
- Successfully branded, marketed & promoted artists such as Vive la Fête, Buscemi, Burial, Jazzanova, Skream, José Gonzalez, Kruder & Dorfmeister, LCD Soundsystem, Burial, Scissor Sisters, AFX, Kerrier District, Thievery Corporation, Luke Vibert

## Universal Music

### PR & Promotion Manager

1998 - 2002

- PR responsible releases (inter)national artists & product collaborations
- Develop and co-ordinate PR campaigns, creative writing, press releases
- Organizing (inter)national press days
- Initiating and maintaining good relations with media and with artists' management
- Leading team 2,5 fte
- Successfully marketed & promoted artists such as Mary J. Blige, Shaggy, The Roots, LL Cool J, Roni Size, Erykah Badu, Marilyn Manson, Gilles Peterson, 4Hero, Terry Callier, George Benson, Rahsaan Patterson, dEUS, India Arie, Mötley Crüe, Courtney Love

## CNR Music - Arcade

### PR & Promotion Manager

1993 - 1998

- PR responsible releases (inter)national artists
- Develop and co-ordinate PR campaigns
- Organizing (inter)national press days
- Initiating and maintaining media contacts
- Successfully marketed & promoted artists such as: Moby, Nick Cave, Kylie Minogue, Mary Wilson, Loïs Lane, Golden Earring, Right Said Fred

## Sailing Vessel *Sirius*

### Crew member

1990 - 1993

- Home port: Club del Mar, Palma de Mallorca - Spain
- Sailing area: Mediterranean, Atlantic Ocean & Caribbean

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## FACTS & FIGURES

**CPNB - Boekenweek:** € 25.000.000 media coverage

**Pop-up expo National Slavery Museum:** 21.300.000 viewers/media coverage

**Universal Music:** - successfully breaking artist such as The Roots, Mary J. Blige, dEUS, Erykah Badu

**Lowlands Distribution:** breaking artists such like Vive la Fête, Kruder & Dorfmeister, Scissor Sisters

**CNR Music:** breaking artists such as Loïs Lane, Golden Earring (come back), Moby, Nick Cave

**Resistance Museum:** 38.500.000 viewers/media coverage + NYT coverage

## EDUCATION & CERTIFICATIONS

### Master Communication Science

University of Amsterdam

### Bachelor Electronic Music - Sonology

Royal Conservatoire - The Hague

### Courses

De Baak - Effective Personal Presentation  
De Enkhuizer Zeevaartschool (KZV)

### Languages

Fluent Dutch, Spanish, English, some German & French

## EXTRACURRICULAR ACTIVITIES

### Activities

- Assistant co-ordinator Royal Conservatoire & co-producer John Cage Festival
- Advisor creative & marketing NPO Radio 4
- DJ Von Rosenthal: classical music dj & sound designer for musea and events
- Guest lecturer Pop Academy

### Volunteering

- Renovation Sailing Vessel *Patrician Tiger*
- Board Member Foundation Huis Mus
- Board Member Blms Music School