



# Jerome Nicolaes

## Digital Marketing Architect

10+ years designing, implementing and optimising marketing-technology ecosystems for global brands — with deep roots in Adobe Experience Cloud.

📍 Maastricht, NL    [jerome@nicola.es](mailto:jerome@nicola.es)    [linkedin.com/in/jerome-nicolaes-31889251](https://linkedin.com/in/jerome-nicolaes-31889251)    [nicola.es](https://nicola.es)

### PROFILE

Senior digital marketing specialist with 10+ years of experience designing, implementing and optimising marketing-technology ecosystems for global brands. Proven track record in Adobe Analytics, Adobe Tags, Adobe Campaign (Classic & Standard), Adobe Target and Adobe Audience Manager — and increasingly Adobe Experience Platform, Journey Optimizer and Customer Journey Analytics. Adept at translating marketing strategy into scalable architectures and leading cross-functional teams.

|                            |                                               |                                                      |
|----------------------------|-----------------------------------------------|------------------------------------------------------|
| Based in<br>Maastricht, NL | Working as<br>Freelance consultant since 2017 | Languages<br>Dutch (native) · English (professional) |
|----------------------------|-----------------------------------------------|------------------------------------------------------|

### EXPERIENCE

2017 — Present

● Current

#### Freelance Digital Marketing Consultant

Self-employed

- Designed end-to-end marketing landscapes and drove adoption across business units.
- Architected and optimised Adobe Experience Cloud solutions (Campaign, Audience Manager, Target, Launch, Analytics) — and increasingly AEP, AJO and CJA.

Selected engagements

|                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                            |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Novo Nordisk</b><br>Tech lead and developer for all Adobe Target personalisation (Web SDK & at.js). Owned the data foundation for new web properties: measurement strategy, data-layer/XDM specifications, consent mapping and identity approach. Now supporting the migration from Adobe Analytics to Customer Journey Analytics (CJA). | <b>Rolex</b><br>Delivered a scalable, brand-standard tracking framework for Rolex authorised reseller pages, standardising data layers and KPIs for reliable, consent-compliant reporting. |
| <b>BNP Paribas</b><br>Supporting the migration from Adobe Campaign v7 to Adobe Experience Platform and Journey Optimizer — mainly business support.                                                                                                                                                                                         | <b>Univé</b><br>Assessment and audit, plus strategic and technical advice on website personalisation with VWO and Adobe Target.                                                            |
| <b>APG</b><br>Designed and rolled out a scalable tracking framework, standardising the data layer, event taxonomy and KPI definitions across multiple properties.                                                                                                                                                                           |                                                                                                                                                                                            |

**Clients** — Novo Nordisk · Yamaha Motor Europe · APG · Rolex · Telenor · AG Insurance · BNP Paribas · Lundbeck · Univé

2017 — 2024

Contract

#### Bose Corporation

- **Sr CX Capability Specialist**  
2019 — 2024
  - Scaled Adobe Campaign globally; introduced an FDA integration with the Snowflake data warehouse for near-real-time segmentation and personalisation.
  - Architect for optimising and integrating Adobe Target within the MarTech stack (incl. offers, experience fragments and tracking).

- Unified data flows between Campaign, Audience Manager and e-commerce to enable omnichannel journeys.
- Supported the implementation of Salesforce Marketing Cloud, Urban Airship and Segment.

## ● Technical Consultant Digital Marketing

2017 — 2019

- Led the migration from ExactTarget to Adobe Campaign; delivered a new data model, marketing campaigns, transactional messaging and an offers strategy.

2019

## Growth Hacker

Kandoor

2014 — 2018

## Digital Marketing Consultant

Loyalis (APG Group)

## EXPERTISE

### Current focus: Adobe Experience Platform

#### AEP

Experience Platform

Adobe Campaign v7 → AEP

BNP Paribas

#### AJO

Journey Optimizer

Adobe Campaign v7 → AJO

BNP Paribas

#### CJA

Customer Journey Analytics

Adobe Analytics → CJA

Novo Nordisk

## PERSONALISATION & TESTING

### Adobe Target

Tech lead and developer for all Target personalisation at Novo Nordisk (Web SDK & at.js), and architect for Target within Bose's MarTech stack — offers, experience fragments and tracking.

## MARKETING AUTOMATION

### Adobe Campaign

Scaled Campaign globally at Bose — including an FDA integration with Snowflake for near-real-time segmentation — after leading the migration from ExactTarget.

## MEASUREMENT & DATA

### Adobe Analytics & Tags

Scalable tracking frameworks for APG and Rolex: standardised data layers, event taxonomy and KPI definitions for reliable, consent-compliant reporting.

## Adobe Experience Cloud

Experience Platform (AEP) Journey Optimizer (AJO) Customer Journey Analytics (CJA) Target Analytics Campaign Classic & Standard Audience Manager Tags (Launch) Web SDK & XDM

## Disciplines

Solution architecture Marketing automation Personalisation Measurement strategy Data layers & event taxonomy Consent & identity Growth hacking

## Also worked with

Salesforce Marketing Cloud ExactTarget Snowflake Segment Urban Airship VWO

## Code

HTML & CSS JavaScript Python

## AI & AUTOMATION

I build AI pipelines and MCP servers as an enthusiast, and work with automation tools such as n8n.

## BACKGROUND

### Education

BSc Communication & Multimedia Design

2011

Zuyd University of Applied Sciences

### Certifications

Adobe Campaign, Target & Audience Manager

2018

Adobe Digital Learning Services

### Awards

Adobe Experience Maker of the Year Architect — winner

### Dutch Interactive Award

Silver

Communication and Media Studies

2010

Northwest Missouri State University

Growth Hacking

2016

Growth Tribe Academy