

# DAAN DUIJM



Highly driven hospitality professional. Pursuing a successful career in international Water / Theme Park and hospitality industry. Diversified and international work experience in operations, sales, marketing, sports, leisure and fitness. More than 9 years of management, and 11 years of industry experience. From the Marine Corps, Disney Cruise Line to Legoland. Specialized in leisure management. Passionate about people, self development and leadership.

Nationality: Dutch  
Date of Birth: 1989



**CONTACT DETAILS  
AVAILABLE VIA  
DAAND.COM**



**SKY LOFT 25-03  
BUKIT INDAH  
JOHOR, MALAYSIA**



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## CURRICULUM VITAE



### WORK EXPERIENCE

#### ATTRACTIONS MANAGER

March 2017 - Now

&

#### WATER PARK MANAGER

January 2016 - Now

#### LEGOLAND MALAYSIA RESORT

Malaysia

Overseeing Themepark Attractions Department in addition to managing the Waterpark Operations Department.

- Ensuring safety of Themepark visitors for 40+ rides and attractions
- Leading the Attractions team of 100+ staff and 10+ Management.

■ In charge of the Waterpark Operations Department with a team of 80+ staff. 70+ Lifeguards and slide attendants

- Lifeguard Instructor trained in AED, CPR and First Aid.
- Responsible for Weekly and Monthly reports for Business Reviews
- Increased attendance with introduction of new events and cost savings, and a reduction of sick leave of 15+ percent
- In charge of Waterpark budget, P&L statements, long term strategy.

#### ASSISTANT MANAGER

#### JUMEIRAH, AT WILD WADI WATERPARK

Dubai 2014 - 2016

- Participated in a 1.5 year Jumeirah Management Trainee program.
- 6 Months in Operations (400 lifeguards, 10 to 25 direct daily reports)
- 4 Months in Marketing department (Generated 60+ Artworks)
- 6 months in Revenue Department (Leading 30 colleagues in Admissions Department, Exposure to Retail, and F&B).
- Project Manager for Halloween. (Generated 30% more profit with a reduction in cost of more than 60%, with guest ratings of 9.2 out of 10.

#### OPERATIONS MANAGER

#### ESCAPE THEME PARK / SIM LEISURE

Malaysia 2013 - 2014

- Directly Managed 80 fulltime employees in 5 departments: F&B, Marketing, Attractions, Admissions and Housekeeping.
- Increasing positive tripadvisor score by 60% by developing and implementing customer service training for 5 different departments.
- Revised and updated over 25 SOP's for ride's and attractions.
- Developed Responsive Company Website (30% increase in visitors)

#### OWNER OWN COMPANY DAAN DESIGN

The Netherlands  
2009 - 2014

- Internet marketing / webdesign and graphic design company.
- 400% Growth in Revenue in 1st year. Over 50 world wide clients.
- Specializations in Web design, Adwords, Marketing, Consulting, Training, Courses, Target Segmentation, Market analyses. Individual training and group presentations on Search Engine Optimization (SEO), Google Analytics and Social Media.

#### HEAD OUTDOOR INSTRUCTOR OUTDOOR ELEMENTS

The Netherlands (NL)  
2008 - 2013

- Daily management activities and coordinating of events, guest relations and instructing the staff to ensure successful events.
- Over 700 Events organised in 5 years (Average group size 25 people)
- Responsible for team of 8 instructors, event planning, process management, Trend Analysis, CRM, social media & marketing advise.
- Required Skills; Strong analytical, creative and strategic thinking to solve problems.

#### ASSISTANT PARK MANAGER RECREATIEOORD DE STRIENE

The Netherlands  
2007 - 2013

- Assistant Park Manager and Marketing Consultant for family business; campsite and small bungalow park.
- Responsible to develop and maintain corporate website, content development, and advise on long term marketing strategy including analysis of competitive products and relationship management.
- Assisted in Pre-Opening of Bungalow park

#### FITNESS DIRECTOR DISNEY CRUISE LINE

USA, 2011 - 2012

- Target driven Fitness Director on Disney Cruise Line ship the Disney Magic, with over 35 Cruises in 8 months.
- Revenue increase by 60% compared to previous trainer.
- Responsible for the entire gym, Sales Training, Revenue, Consultations, Interactive Presentations, Maintenance, Promotions, Bookings and group classes like Yoga, Pilates, Cycling and Bootcamp.



Member of IAAPA Safety Committee

Speaker about Waterpark Lifeguarding Excellence during Fun Asia Expo, in Jakarta 2016

Published Article for World Water Park Magazine in December 2016

Published research report in Digital Marketing Reader - NHTV University

Speaker at Young Professionals Forum during Asian Attractions Expo in July 2016 in Shanghai

Started own Webdesign Company at the age of 19, successful business for more than 5 years



Sports - Running, Swimming

Reading - Personal Development



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## EDUCATION

### NHTV UNIVERSITY OF APPLIED SCIENCES

Breda, Netherlands  
2009 - 2011 &  
2012 - 2014

### LEISURE MANAGEMENT ASSOCIATE DEGREE & BACHELOR

- Associate degree in Leisure and Tourism Management from 2009 to 2011.
- Bachelor of Leisure Management from 2012 to 2014.
- Specialized in Theme parks, Water parks, Camp Sites, Swimming pools, Fitness centers, Digital Marketing & Digital Media

### CIOS GOES SECONDARY VOCATIONAL EDUCATION

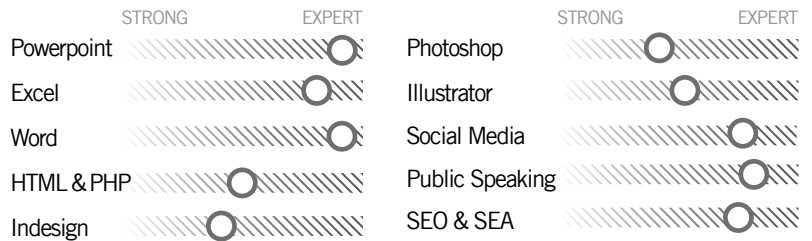
Goes, Netherlands  
2007 - 2009

### MILITARY SPORTS-INSTRUCTOR & SWIMMING COORDINATOR DOUBLE DEGREE FAST-TRACK SPORTS EDUCATION

- Double Degree graduation. Specialised as: Swimming Coordinator, Running-, Fitness-, and Military Sports Instructor.
- Including 2 year internship with Royal Dutch Marine Corps



## SKILLS



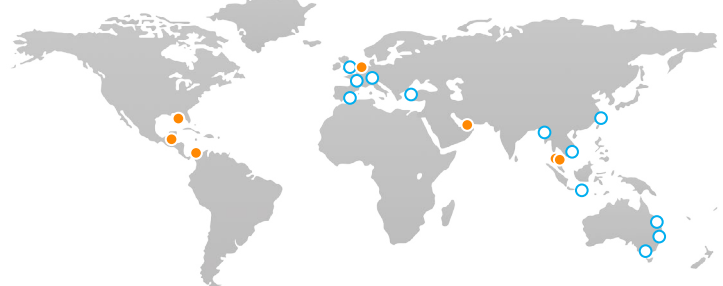
## COURSES

- Attractions Managers Institute (IAAPA)
- Occupational First Aid
- Personal Trainer Lvl 3 FITNED
- Health and Safety in the Workplace Award Level 2 & 3 (CIEH)
- E&A Lifeguard Instructor
- IAM (starguard Lifeguard Instructor)
- STCW Maritime Law Regulations
- Certified Pool Operator (CPO)
- PADI Open Water Advanced Diver
- Motor and Car drivers License



## TRAVEL & WORK

Bahama's, Caribbean, Virgin Islands, United States, Mexico, Switzerland, France, England, Germany, Malaysia, Spain, Austria, Turkey, Australia, Indonesia & Dubai



## LANGUAGES

