

Ingrid Vander Ploeg

Ouray, CO | Ingrid.vanderploeg@colostate.edu | <https://www.linkedin.com/in/ingridvanderploeg>
Website: <https://www.ingridvanderploeg.com>

PROFESSIONAL PROFILE

Creative and result-driven entrepreneur and communication specialist with 25+ years of experience in hospitality and tourism. Skilled in leadership, web and content development, communication strategy, customer service, teambuilding, and project management. I possess bilingual fluency in English and Dutch. Passionate about joining a communication team, project, or graduate internship within a company that aims to empower people to grow their physical and/or spiritual health.

EDUCATION

Colorado State University	January 2024- Expected December 2027
Master of Science in Communication and Media Management	Fort Collins, CO
<ul style="list-style-type: none">• G.P.A. 4.0• Relevant coursework: Strategic Digital Communication, Corporate Web Design and Management, Digital Media Writing and Production	

InHolland University of Applied Sciences	1996 - 1999
Bachelor of Science in Communication and Media	Rotterdam, the Netherlands
• L'IFI ESC Rouen Group: B.A. International Exchange Program, 2 semesters	Rouen, France

WORK EXPERIENCE

Brickhouse 737	June 2016- Present
<i>Web and Social Media Manager, Co-owner</i>	Ouray, CO
<ul style="list-style-type: none">• Develop the restaurant's website and marketing channels.• Create local partnerships with stakeholders to increase online exposure and gross revenue.• Supervise and train staff as primary host and implement service protocols, leading to increased positive reviews and teamwork.• Develop marketing and community outreach initiatives, including in-depth research and a strategic communication plan in collaboration with Visit Ouray.	

Dutchness LLC	February 2019- Present
<i>Property owner</i>	Ouray, CO
<ul style="list-style-type: none">• Manage day-to-day operations of vacation rental property, ensuring an exceptional guest experience and optimal occupancy rates.• Maintain booking and marketing platforms.• Manage contracts, tax documentation, and invoices.• Overseeing maintenance and cleaning staff.	

China Clipper Inn- B&B	August 2009- January 2019
<i>Co-owner/ Proprietor</i>	Ouray, CO
<ul style="list-style-type: none">• Managed and directed the operations of the China Clipper Inn, a 13-room B&B: implemented and maintained bookings, website, and social media platforms.• Oversaw innkeepers, housekeeping, and maintenance staff.• Managed vendor contracts, tax documentation, and bookkeeping. Launched marketing campaigns and events, growing gross revenue by 20% during ownership.• Developed and executed a strategic plan to sell the Inn ourselves, which resulted in a successful transfer of ownership in 2019.	

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CONTINUED WORK EXPERIENCE

Metropolitan State University of Denver - Counseling Center

January 2007- June 2009

Administrative Assistant III

Denver, CO

- Assisted the Director and supervisors with the department's administrative activities and coordinated various administrative processes and projects.

Netherlands Board of Tourism and Conventions

August 2000- October 2006

Project Manager and Editor

The Netherlands

- Led several projects redesigning the websites of the Netherlands Board of Tourism & Conventions.
- Managed a team of content and web developers to deliver project planning on time and within budget.
- Collaborated with editorial staff, sales and marketing department, IT department, and international offices to increase NBTC's media exposure and support strategic marketing initiatives.
- Developed websites and edited content.

ADDITIONAL WORK EXPERIENCE

Works Council Board NBTC

October 2003 – October 2006

Secretary, volunteer position

The Netherlands

- Served as elected secretary on the Works Council Board for the NBTC for three years, representing employees and supporting effective communication between staff and management.

ADDITIONAL SKILLS

- Software skills: Microsoft Office, Photoshop, QuickBooks. CMS: Tridion and WordPress.
Program languages: HTML 5 and CSS.
- Personal skills: Problem-solving, curiosity, adaptability, and meticulous attention to detail.
- Language skills: Fluent in English and Dutch (native), limited working proficiency in German and French.
- Interests: Trail running, photography, writing poetry, Sudoku puzzles, skiing, reading, and meditation.

AWARDS AND CERTIFICATIONS

- Certifications: Hootsuite, Google Analytics, SEO, and PRINCE2 Foundation.
- Awards: Expedia Select 2013 and 2015, BedandBreakfast.com top 25 USA 2017, Trivago Alternative Accommodations Award in 2017 and 2018.