



SEM ASHBY

Web Dev ◦ Sales ◦ Marketing

CONTACT

+31 (0)6 20703517

info@semashby.nl

www.semashby.com

Hoeveweg 13, Balgoij, NL
Open to Remote (EU/US)

SKILLS

Technical Expertise

- FS Development & Frontend Architecture
- UX/UI & Conversion Optimization
- Web & SaaS Product Implementation
- Workflow Automation & AI-Assisted Systems

Sales & Growth Expertise

- B2B Acquisition & Pipeline Development
- Technical Pre-Sales Understanding
- Go-To-Market Strategy
- Customer Journey Optimization

LANGUAGES

- Dutch **Native**
- English **C1**
- Spanish **A2**
- German **A1**
- French **A1**

THIS IS SEM ASHBY

I operate at the intersection of product and revenue, building systems, optimizing user journeys, and closing B2B deals. Experienced in early-stage environments where ownership, experimentation, and execution speed directly impact growth. Currently focused on B2B SaaS, technical sales, and scalable revenue driven systems.

MOST RECENT EXPERIENCE

Sales Representative | Web Dev & Marketing

Close Force Company | 2025 – Present

Responsible for outbound B2B acquisition and pipeline development, identifying and qualifying new business opportunities through cold outreach and structured prospecting. In addition to generating and nurturing leads, I support website development, branding initiatives, and commercial positioning efforts. This hybrid role allows me to contribute both technically and commercially, ensuring alignment between product delivery and revenue generation.

Head of Frontend Development & Growth Strategy

CamdenTools | Part-time | 2025 – Present

Lead the frontend architecture and digital growth strategy, overseeing UX/UI improvements, performance optimization, and conversion-focused development. I collaborate closely with business stakeholders to align product enhancements with revenue objectives, implementing CRO initiatives and scalable digital systems that improve user engagement and sales performance.

Head of Sales & Development

cookie.io | Freelance | 2025 – Present

Operate across full product development and commercial execution, contributing to SaaS positioning, onboarding optimization, and customer acquisition strategy. I work at the intersection of technical implementation and go-to-market refinement, improving usability, conversion pathways, and overall product-market alignment through continuous iteration and experimentation.

EDUCATION

LOI | 2024

Data Analyst & Marketing Communication (IT)

HAVO | 2016–2019

Maaswaal college HAVO

+ DDDN Certificate



I don't separate development, marketing, and sales. I see them as parts of the same system: build what works and scale it.



PERSONAL INTERESTS

PROJECTS & INDEPENDENT WORK

Outside structured roles, I regularly experiment with AI-assisted workflows, automation systems, and performance optimization tools. I enjoy building practical systems that improve efficiency and exploring how product, psychology, and technology intersect.

PERSONAL INTERESTS & GROWTH

- AI & automation experimentation
- SaaS & startup ecosystems
- Technology and product innovation
- Fitness & performance routines
- Continuous learning & psychology

HOW I WORK

- Bias toward action and iteration
- Comfortable in early stage environments
- Strong systematic thinking approach
- Commercially aware technical mindset
- Comfortable communicating with both developers and decision-makers

PROFESSIONAL PROFILE

OPERATING PHILOSOPHY

I prioritize practical results over theory. I move quickly, test assumptions, and refine based on measurable outcomes. I'm comfortable operating where structure is still evolving and clarity comes through action.

CORE FOCUS AREAS

- Technical Sales
- SaaS Growth
- Conversion Optimization
- Product Positioning
- Revenue Systems

BUILDER MINDSET

*I learn by building.
I improve by testing.
I scale what proves itself.*
~ Sem

ADDITIONAL INFO

Nationality: Dutch
Driving License(s): B, A

DIGITAL PRESENCE

