



Liefe Oorbals

JUNIOR STRATEGIST · STRATEGY, AI & BUILDING

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PROFILE

Junior strategist working where strategy, AI and building meet. Trilingual, with a Creative Business degree from Hogeschool Utrecht, agency experience at Hypersolid, and client-side ownership of research and launch delivery for a luxury hospitality group. Builds as well as recommends.

EXPERIENCE

Sep 2025 – Present
Murcia

Strategist · WOW Services

Part-time strategy and launch role across The Art of Living in Spain and the WOW Longevity portfolio, held alongside final-year studies.

- Ran customer and market research for the villa portfolio and longevity centre, including a market study benchmarking Murcia against four established Spanish markets, which fed client communication and the investment deck.
- Proposed, designed and built an AI-powered agent portal after research with the agents themselves: one environment generating client-ready material from live inventory. **818 agents active on it.**
- Directed the WOW Longevity Olive Oil launch end to end, building the product website with AI-assisted development.
- Partnered with marketing on SEO and AEO, using tools such as Trajaan to track how the brand appeared in AI-generated answers as well as in classical search.

Feb – Jul 2025
Amsterdam

Strategy Intern · Hypersolid

Six months in the strategy team across five clients and five categories: automotive, proprietary trading, a charity lottery, real estate investment and bicycles. All client work is under NDA.

- **Lynk & Co:** Concept development and structured ideation sessions, helping shape creative directions for the brand.
- **IMC:** Took a project brief to pitch, and presented it to an international client audience.
- **VriendenLoterij:** Web-scraped data at scale to surface market opportunities desk research had missed.
- **Orange Capital Partners & Giant:** Research and ideation support across real estate investment and cycling.

PROJECT	Creator • Cero, self-initiated
	2026 <i>Cultural intelligence platform for strategists.</i> – Ingests web signals, analyses them with large language models and exports cited insight, cutting a research loop of a day or two to under thirty minutes. Used for the occasion analysis behind a self-initiated Montblanc strategy. Node.js, Anthropic API, Supabase.
EARLIER	Bar & Floor Staff • Harlem Cafe
	Mar – Dec 2024 <i>Held alongside full-time study.</i> Amsterdam – High-volume bar and floor service, working in Dutch and English on the same shift.
	2023 Retail • Swatch – Held responsibility for the Moon collection on the shop floor. – Presented the children’s collection in store.
EDUCATION	Digital Marketing • London Business School
	2025 <i>Four-month course in digital marketing.</i> – Where the SEO and answer-engine optimisation work started, applied since with the marketing team at WOW Services.
	2022 – 2026 BA Creative Business • Hogeschool Utrecht
	2006 – 2021 A-Levels & IGCSEs • El Limonar School, Spain
Strategy	Consumer and cultural insight • Market research • Segmentation • Positioning • Competitive analysis • Concept development • Client presenting
Growth	SEO • AEO (Answer Engine Optimisation) • Content strategy • Launch management
Creative tech	AI-assisted product development • LLM integration • Web scraping and data analysis • Website development • Node.js • Supabase
Languages	Spanish, native • Dutch, native • English, C2