

Work

Content & Brand Manager at EVBox 2018 – Present, Amsterdam

Guiding a team of 4 direct reports

- Developing onboardings and trainings
- Delivering performance reviews
- Defining team planning and KPIs
- Defining processes and workflows
- Providing guidance for individual plannings
- Providing day-to-day support
- Managing five cross-discipline (product, operations, support) and external (agencies, freelancers) projects simultaneously

Defining and aligning brand promises

- Performing internal and external assessments
- Monitoring sentiments, interactions, and customer feedback
- Defining a brand positioning strategy
- Defining communication guidelines
- Implementing and aligning customer communications across departments and channels
- Consolidating and aligning the company DNA, vision, mission, and storytelling across departments and channels
- Defining and creating product packaging, technical assets, and event assets

Increasing user and customer engagement

- Overseeing and optimizing the social media strategy and social media management
- Overseeing the localization of content
- Curating, writing, and optimizing industry reports, brochures, newsletters, customer mailings, blog articles, landing pages, and other inbound content
- Writing and editing copy matrices, email campaigns, landing pages, and other assets for product launches and CSR projects
- Repositioning evbox.com and blog.evbox.com

Content & Brand Specialist at EVBox 2016 – 2018, Amsterdam

Defining and implementing the content strategy

- Repositioning and consolidating sales, product, and marketing assets
- Curating and writing long-form content, e.g. [annual report](#)
- Curating and writing [blog articles](#) (164% page view growth)
- Researching market trends and forecasts for the creation of both long-form and short-form content
- Overseeing social media management on [Twitter](#), [Instagram](#), [Facebook](#), and [LinkedIn](#) (150% avg. follower growth)
- Creating and optimizing newsletters and customer mailings with a 34% avg. open rate and 12% avg. click-through rate for our [monthly newsletters](#)

Building and guarding the brand identity

- Setting foundations for a visual identity
- Setting foundations for external communications
- Setting foundations for employee branding, e.g. [recruitment video](#), [LinkedIn Life](#)
- Writing and editing copy for products and projects, e.g. [pride campaign](#)
- Defining and creating [product packaging](#), technical assets, and event assets
- Sourcing and coordinating the production of photos and videos

Jr. Content Marketer & Designer at EVBox 2015 – 2016, Amsterdam

- Designing and writing sales, product, and marketing assets
- Creating newsletters and customer mailings
- Managing and optimizing social media channels
- Curating and writing blog articles

Skills

Graphic design, print design, and video

using Adobe InDesign, Illustrator, Photoshop, Premiere Pro, and After Effects

Content management and email marketing

using HubSpot, ModX, and Mailchimp

Project management

using agile work methods and JIRA

Market and user research

using reports, surveys, and panels

Data tracking and analysis

using Google Analytics and social insights tools

A/B- and split-testing

using HubSpot, Facebook Ads, and UsabilityHub

Fluent in English, Dutch, and Chinese

Internships & activities

Content Marketing Intern at Verst (DWNLD)

2014 – 2015, New York

[See projects](#)

Teaching Assistant at The New School

Course: Social Media Design & Management
Summer 2014, New York

Marketing Intern at Variety

2014, New York

Festival Programming Volunteer at TFF / TFI

Tribeca Film Festival / Tribeca Film Institute
Winter 2013, New York

Project Assistant at Binger Filmlab

2013, Amsterdam

Guest Desk Volunteer at IFFR

International Film Festival Rotterdam
Winter 2011 and 2012, Rotterdam

Education

The New School

MA Media Studies, 2015

The New School for Public Engagement
Parsons School of Design
NSPE Dean's Merit Scholarship / GPA 3.97

Erasmus University Rotterdam

MA Media and Communications, 2013

Thesis: "Who's Starring, What's Buzzing, and What's Up Next: Online Film News and its Interplay with Film Viral Marketing"

University of Amsterdam

BA Film Studies, 2012

Minor: Music Studies

Thesis: "Cellophane Water and a Bathing Chair: Michel Gondry's Contemporary Surrealism"