



CURRICULUM VITAE

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NATIONALITY Dutch
DATE OF BIRTH 17.09.1992
PLACE OF BIRTH Leiderdorp
MARITAL STATUS Unmarried
DRIVING LICENSE Car

EDUCATION

PERIOD 2014 - 2016
COURSE *Communications Science*
SCHOOL Vrije Universiteit Amsterdam
GRADE Master of Science
DIPLOMA Graduated in 2016

PERIOD 2010 - 2014
COURSE *Commerce & Marketing Economie*
SCHOOL Hogeschool Leiden
GRADE Bachelor of Commerce
DIPLOMA Graduated in 2014





PERIOD 2004 - 2010
COURSE *Economy & Society*
SCHOOL Da Vinci College Leiden
GRADE VWO
DIPLOMA Graduated in 2010

WORK EXPERIENCE



PERIOD September 2017 – present
COMPANY Sanoma / vtwonon.nl
CITY Hoofddorp
TITLE Sourcing Coordinator & Content Specialist
TASKS Creating and optimizing webshop content, optimizing user experience, analyzing sales results and selecting new collections.
INDUSTRY Retail



PERIOD June 2014 – September 2017
COMPANY Fromanteel Watches
CITY Amsterdam
TITLE Communications Specialist
TASKS Creating (digital) campaigns and concepts, monitoring and developing social media content, writing short and long copy, setting up newsletters, monitoring and coordinating brand's webshop, building and maintaining relationships with press.
INDUSTRY Retail



PERIOD February 2015 – February 2016
COMPANY Radish To Wear
CITY Amsterdam
TITLE Co-owner
TASKS Setting up an online blog (focusing on women's fashion, food and lifestyle), writing blog articles and creating social media content
INDUSTRY Online Media



PERIOD October 2014 – May 2015
COMPANY Spirit Hosting, detached at ABN AMRO
CITY Amsterdam
TITLE Receptionist & Host
TASKS Receiving customers, guiding customers to their appointments and hosting internal events
INDUSTRY Hospitality



PERIOD September 2013 – August 2014
COMPANY Fromanteel Watches
CITY Amsterdam
TITLE Intern Communications & PR
TASKS Developing social media content, writing short and long copy
INDUSTRY Retail



PERIOD June 2012 – August 2013
COMPANY Naturelle
CITY Oegstgeest
TITLE Shop Assistant
TASKS Responsible for buying clothes, giving personal clothing advice, setting up a website, monitoring and creating social media content
INDUSTRY Retail

SKILLS & LANGUAGES

ANALYTICAL SYSTEMS Google Analytics, SPSS
(ONLINE) SYSTEMS Wordpress, Mailchimp, Hopper, Adobe Photoshop (basics), Adobe Indesign (basics)

DUTCH Native
ENGLISH Fluent in speaking, writing and reading
GERMAN Basic in speaking, writing and reading
ITALIAN Basic in speaking, writing and reading

HOBBIES & INTERESTS Running, writing, fashion & interior